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THE **Publishers'**
Weekly

The American BOOK TRADE JOURNAL

62 West 45th Street, New York

VOL. CXVII

NEW YORK, APRIL 26, 1930

No. 17

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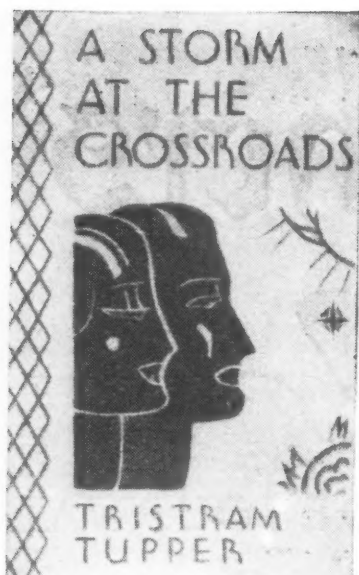
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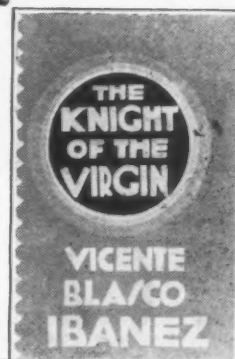
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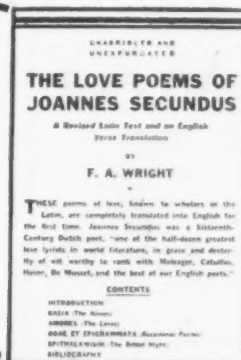
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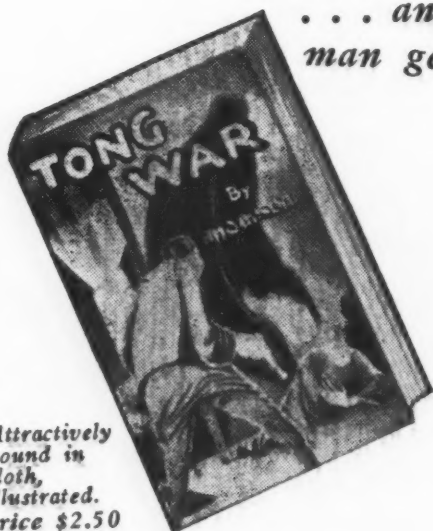
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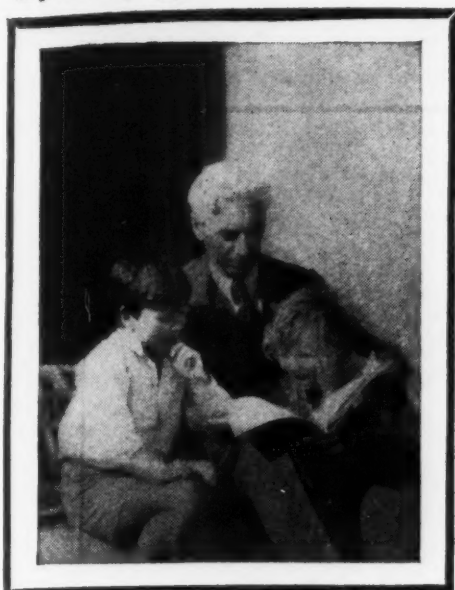
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John B. Watson:

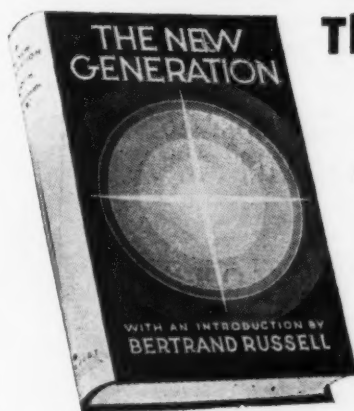
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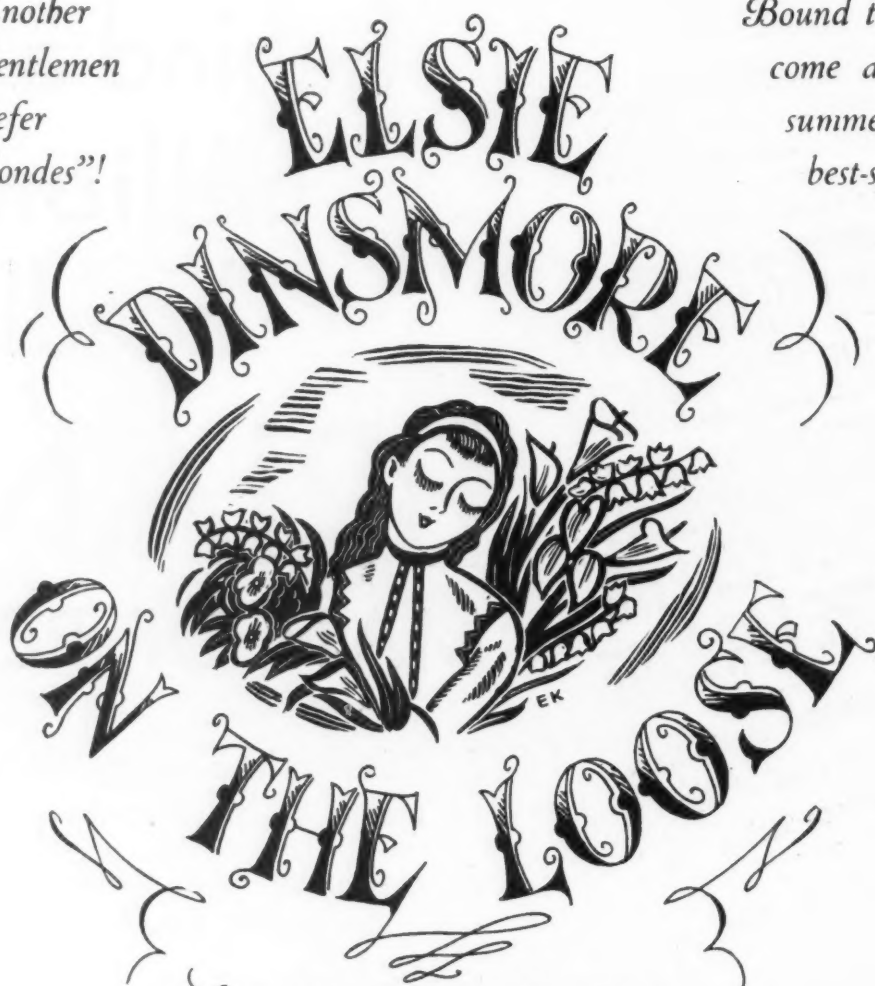
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The PUBLISHERS' WEEKLY

THE AMERICAN BOOKTRADE JOURNAL

NEW YORK, APRIL 26, 1930

See Your Store as Others See It

Ruth Leigh

Practical Suggestions for Bookstore Arrangement Taking into Consideration Other Lines Carried in the Store.

HAVE you ever stood at the entrance to your own store and tried to visualize it as would a stranger entering the door for the first time? Try it—it may give you some interesting sidelights on your store arrangement.

As a result of considering many bookstores with an analytical eye, my prime observation is that they present a somewhat cluttered appearance. One explanation is, I believe, that the arrangement is often a hit-and-miss affair—not that the bookseller does not give thought to the store's planning, but because so many changes have taken place since its original arrangement. He has added a new gift line; a fountain pen company has supplied a show-case; new table is put in to supply additional book display space. Something new every week; things get shifted here and there, and the store's appearance to a casual outsider becomes rather hectic.

This article aims to present some practical suggestions for bookstore arrangement *taking into consideration other lines usually carried in the store.* It is because gifts, greeting cards, stationery, fountain pens and other goods are so frequently combined with books that the store arrangement is likely to become casual or confused.

It is not suggested that, after reading this, you rearrange your entire store, nor that you discard some of your existing layout ideas. Rather, this article presents a few practical hints that may prove helpful the next time counters, shelves and

show-cases are moved around. There is one elementary truth to bear in mind: *that store arrangement is for customers, not customers for store arrangement.* Have in mind not only "will this be most convenient for us?" but, "How does it look to customers?" It is often because merchants forget to look at store arrangement from the *customer's* viewpoint that stores are not laid out on more logical plans.

We will assume that the other lines you carry in your store—stationery, gifts, greeting cards—although important to you, have been installed as secondary, with books your chief product. The first suggestion, therefore, is that you keep these lines separate. Obvious as this seems, it is on this point that many bookstores look confused; they do not draw sharp enough lines in departmentizing their merchandise. No matter how small a store may be, if planned efficiently, it is desirable to keep each line, each department separate, sufficient unto itself.

This means that books should be segregated, stationery in another part, gifts together—and so on. This can be done in a tiny store as well as it can in a big one. It requires primarily a logical, orderly and efficient viewpoint. I do not say that it requires enlarged space, but it does call for clear-cut divisions of merchandise, grouping each line separately in one place, rather than mixing merchandise lines. Such arrangement pleases the eye of those who enter the door.

To be specific: Why not assign, as nearly as possible, the right side of the store to books, and the left side to such lines as stationery, gifts, greeting cards, and so on? Note that if the front door opens at the left hand and swings back to the left the customers instinctively step toward the right side of the store and vice versa. This can be carried out at least toward the front of the store—the center divisions being book tables, and the front, perhaps, a fountain pen show case. Investigation of store traffic has proved that the average person entering a store tends to turn to the right and to walk back unless stopped by a display or some goods of challenging interest. For that reason, the space at the right of the store and a few steps from the door is of greatest productive value. This means that if books are your most important line, you are assigning your best space to them.

In visiting bookstores in various cities, I find a wide difference of practice as to what books to display in the most desirable spots. Some stores place latest fiction at this point, considering it new, important, desirable, and of keenest interest to customers. Immediately behind the new fiction, they often group the best selling non-fiction, especially the new biographies. This is a good arrangement, but it has one important disadvantage—it fails to encourage customers to walk to the back or even to the middle of the store. Often, they find new fiction or biography so interesting that they linger at these tables and never get any farther back.

A great many bookstores have, I find, taken advantage of the best in popular priced books like the new dollar lines and display them on a table well toward the front of the store. This, to my mind, is a sensible arrangement for two reasons: first, it takes advantage of the basic principle of store arrangement that *impulse goods*—the less expensive items should be near the front, so that people will be reminded of them as they walk in or out. Popular series are in that class, often bought on impulse, and advisedly displayed in a prominent place where customers can pick them up and buy quickly, without premeditation. Second, putting such books near the entrance is a good plan because it means that new fiction and biog-

raphy will be put more toward the center of the store, thus causing customers to get a more complete impression of the shop.

One book and stationery store in a Connecticut city follows this plan—at the right of the main entrance it has grouped all the dollar lines, with a large sign: "All Books In This Section \$1." It challenges the attention of those entering the store, yet does not deter them from walking back to find the newer books.

Incidentally, in the grouping of popular priced lines, I find one particular shortcoming in many bookstores. It would seem as if in most stores these lines of merchandise were more scattered than almost any other type of merchandise. The publishers, the series, the titles are really less important than the fact that these books are priced at a uniform figure, and they should be sold and stocked that way.

The back of the store is the logical place for two important departments: the lending library and the greeting cards. Both are selected after considerable browsing, so that it is desirable to have both placed out of the lines of store traffic. Incidentally, in a small shop, the same person can attend to both. Of course, the other reason for having the lending library at the rear is to necessitate a customer's walking the length of the store, past important lines and displays, in order to get her library book.

As to placing greeting cards, there is considerable difference of practice among booksellers. Many put their greeting cards at the front, on the theory that they are impulse goods. Strictly speaking, they are—but investigation proves that the front store space is sufficiently valuable to be assigned to lines with larger units of sale and of more prestige. Most booksellers say that fountain pens near the entrance or a display case immediately facing the main entrance are profitable, and make a neat display to interest customers.

In studying the arrangement and location of children's book sections, I find this to be true: the stores that go to the most trouble to create an "atmosphere" around their children's books, by the use of an enclosed alcove department with low shelves, and appropriate decorations, are most frequently the stores that sell the most children's books. In other words, ex-

perience shows that efforts spent in pushing children's books shows quicker returns than almost any other line. This is particularly true in stores that have their children's books in charge of a salesman who likes and understands children. The best children's book sections I have seen in visiting many bookstores are located toward the back of the store, away from the stream of store traffic.

In suggesting to merchants that they make a separate "department" of children's books in an alcove, I invariably meet this objection: "We haven't enough room to devote to it." Yet, curiously enough, you will find that segregating children's books in this way takes less room than merely displaying them on large tables. The low shelves serve the double purpose of holding stock and acting as "walls" of the alcove. It merely means that one tiny space in your store is a little square enclosure in which children's books are sold and displayed. This can be worked out without altering the appearance of the store from the front.

In order to display calendars, pennants, maps and what-not, many book and stationery stores stretch wires across the store. It does not occur to them, until an outsider points it out, how these wires not only cut off the apparent size of the store, but interfere with a customer's range of

vision. Moreover, the effect is to give the store a cluttered appearance. Surely, there are so many good display arrangements available that an up-to-date bookstore does not need to resort to this old-fashioned display method.

When looking at your store with the eyes of an outsider, ask yourself: what are the things in this store—displays, stock, racks, cases—that would hit me in the eye, so to speak, if I were visiting this store for the first time? Are these the things you want customers to see first? Or are they features that are now so familiar to you that you no longer see them? For instance, in one bookstore, I found that the thing that immediately drew attention was an old-fashioned display rack, supplied by a publisher ten or fifteen years ago, set high on a counter, two feet over the heads of customers. It stood there, hiding stock and displays, simply because everyone in the store had grown so accustomed to it that no one did see it.

Little things of this kind—old signs, mis-used racks and carelessly arranged stock—these are the features that give a store a cluttered appearance to potential customers. Go to the street today and then enter your front door with the eyes of a stranger. After this searching inspection—what will you change tomorrow?

The Place of the Shop in Book Distribution

Franklin M. Watts

I

THE ability of the small bookshop to fill adequately the needs of a large portion of the book buying public insures its present and future important position in America's retail book distribution. There is a demand on the part of many to have personal service rendered in selecting and buying books. This can best be rendered by a bookshop owner or one of his personally trained assistants. The bookshop is a supplement to a large city general bookstore and a direct addition to the book facilities of a smaller city.

The purpose of this series of articles is to cover some of the more salient features of small bookshop management. A small bookshop is defined as "a store employing one to about six persons whose purpose and business is the sale of books."

The awakened intellectual interests of the reading public combined with the rapidly increasing standards of educational attainment have made a continually expanding market for books. This demand is now only partially supplied by the existing agencies for book distribution. The

gap between the latent demand for books and the actual sales gives an opportunity for new bookshops.

Opportunities are not confined to the smaller cities which have obviously inadequate book distribution. Large cities want, and will support, a variety of specialized bookshops. Some of these specialties will be more fully discussed in a later chapter. Here, as elsewhere, there is the ever-present opportunity provided that the prospective shop owner is qualified adequately to fill the demands.

The smaller city opportunities for new bookshops (the large city neighborhood and suburban shops are in the same category) require persons with a more general knowledge of books than is required for the specialized shops of great cities. Most people do not inconvenience themselves to purchase anything. If books are brought to their attention they will buy them when otherwise they would not. In smaller cities there are many opportunities to build a profitable business provided the shop owner will specialize in books. By rendering a highly trained book service a clientele can be attracted. Too many beginning retailers make the mistake of trying to cover a too wide field. One specialty is much more likely of success than a diversity.

In order to give a clearer perspective of the position of the small bookshop in book distribution a comparison will be made with some of the other agencies. The large general bookshops are very important. One of their chief appeals is their completeness of stock and their efficiency of operation.

Many of them are departmentalized and have capable heads of each department. In this manner they aim to combine both the breadth of stock and specialized service. It is worth noting that probably without exception none of these large stores ever deviates from the principle of making book-selling its principal business. These stores are competitors of the specialized large city stores and their mail departments are competitors of the smaller city stores. Their completeness carries with it the disadvantage of a lack of personal appeal. A large store has to be run impersonally. This is the strength of the small shop. It is obvious that no *one* method of retail distribution combines *all* the advantages.

The Stationery Type Bookstore

Many cities have the "stationery type bookstore." They generally are known as "bookstores" but books are either of only equal importance or are subordinated to other lines of merchandise—often stationery. The quality of book service rendered varies greatly with the individual stores. If the owner or manager of the book department is a natural book man then the service is often excellent. However, often this type of bookstore is not as efficient as possible, due to the subordination of books to other things. In smaller communities the book business has been given distribution through this type of store when any other type would be impossible. The bookshop offers a more direct appeal to regular book buyers than the usual bookstore that carries other prominent lines.

The Department Store Book Department

Many of the larger and more aggressive department stores have book departments. Due to the large number of women shoppers, they supply a good market for books that women purchase. The service rendered often lacks the personal appeal that is inherent in a good bookshop. In the field of juvenile books department stores offer very formidable competition due to their dominance in toy sales as well as their large number of women shoppers. A department store buyer is thoroughly trained in systematic operation of his department.

Direct Mail

In recent years the amount of direct mail selling has increased. The book clubs have depended almost entirely on mail selling after securing names through national advertising. In addition, a number of publishers actively circularize large mailing lists for direct business and place coupons in their advertisements. There is nothing the book retailer can do about it. The situation, except where the advertising appeal is directly antagonistic to the bookstore, is not alarming. In many instances, if not the majority, the books offered for sale are not the ones that would be carried in regular stores. The desire of people to see and feel the articles that they want makes the mail order field limited. Mail order selling is fully as expensive as retail selling. This last fact definitely limits the

growth of mail order bookselling. It is impossible for the mail order firm to have the personal appeal of a bookshop owner.

Canvassers

In recent years canvassing, as a means of book distribution, has become almost exclusively confined to the sale of sets of books that could not well be sold in the average bookshop. One good aspect of canvass selling is that it can often start people in the habit of book buying—even if a very high price is usually charged for the books. As in mail selling the cost of distribution by canvassers is usually as high or higher than retail distribution.

The Public Library

The public library is a decided help to bookselling. The more people become accustomed to reading books the better is the book business. It is no coincidence that the cities that spend the most per capita for public libraries also sell the most books per capita. It is also no coincidence that almost invariably the cities which have inadequate public libraries have inadequate bookstores. One of the most hopeful signs for the book business of the future is the rapid development of better juvenile departments in public libraries.

The Rental Library

The rental library has increased as a factor in book distribution. Its growth has been rapid. Many people who, for one reason or another, won't buy a book will pay a fee to read a recent book. This increases the talk about a book and consequently increases the sale. Many of the new titles which are purchased as gifts

have been first read in a rental library.

The latent demand for books is so great that every agency that increases the reading and sale of books helps the entire book business. The book business is competing for the leisure time of a group of people whose spending potentiality is being bid for by many competitors. Our competitors are motion pictures, automobiles, magazines, radios, phonographs and bridge.

Qualities for a Shop Owner or Manager

A successful bookshop owner or manager must necessarily desire to give his whole attention to the active management of the shop. A bookshop requires eternal vigilance. New books are constantly issued. Books on the shelves are going out of demand. Customers are expecting the owner's personal attention. Assistants need supervision. The first quality then can be called industry.

The next quality is enthusiasm. A successful bookshop manager is a crusader for good books. His enthusiasm must permeate the shop. His assistants must spread the gospel of books. This enthusiasm will be felt by the customers. They will share in the enthusiasm, will come to the shop to talk and to buy books. A shop must depend largely on steady book buyers.

Another necessary quality is knowledge of books. Knowledge of books means being versed in the types and titles of many kinds of books. A natural bookseller can almost instinctively recommend the right book to the right customer provided he has an indication of the taste of the customer. A retentive memory is almost essential.

(To be continued)



Franklin M. Watts begins here a series of articles dealing with the more salient features of small bookshop management

Forty Notable American Books of 1929

*Selected by The American Library Association for The League
of Nations*

AT the request of the American National Committee on International Intellectual Cooperation, the American Library Association selects each year forty notable books by American authors published during the preceding year.

The International Institute of Intellectual Cooperation of the League of Nations, for which body the list is prepared, has di-

rected that "the works should be selected from those dealing with an important subject or from the pen of an original and interesting author and should be within the reach of persons of average education."

The compilers of the list acknowledge the cordial cooperation of distinguished librarians and of scholars and specialists in various fields.

HISTORY

"OUR BUSINESS CIVILIZATION." James Truslow Adams. *Boni*. \$3.

"THE TRAGIC ERA." Claude Bowers. *Houghton*. \$5.

"LIFE AND LABOR IN THE OLD SOUTH." Ulrich Phillips. *Little, Brown*. \$4.

LAW

"THE DISSENTING OPINIONS OF MR. JUSTICE HOLMES." Oliver Wendell Holmes. Ed. by Alfred Lief. *Vanguard*. \$4.50.

SOCIAL SCIENCE

"MEN AND MACHINES." Stuart Chase. *Macmillan*. \$2.50.

"FRONTIERS OF TRADE." Julius Klein. *Century*. \$2.50.

"MIDDLETOWN." Robert and Helen Lynd. *Harcourt*. \$5.

"CHICAGO." C. E. Merriam. *Macmillan*. \$3.50.

"WAR AS AN INSTRUMENT OF NATIONAL POLICY AND ITS RENUNCIATION IN THE PACT OF PARIS." James T. Shotwell. *Harcourt*. \$3.50.

RELIGION

"RELIGION." Edward Ames. *Holt*. \$3.

"LABOR SPEAKS FOR ITSELF ON RELIGION; A SYMPOSIUM OF LABOR LEADERS THROUGHOUT THE WORLD." Jerome Dwight Davis, ed. *Macmillan*. \$2.

PHILOSOPHY AND PSYCHOLOGY

"THE QUEST FOR CERTAINTY." John Dewey. *Minton, Balch*. \$4.

"THE MODERN TEMPER." Joseph Wood Krutch. *Harcourt*. \$2.50.

"A PREFACE TO MORALS." Walter Lippmann. *Macmillan*. \$2.50.

BELLES LETTRES AND ART

"FOR LANCELOT ANDREWS; ESSAYS ON STYLE AND ORDER." T. S. Eliot. *Double-day*. \$2.

"A FAREWELL TO ARMS." Ernest Hemingway. *Scribner's*. \$2.50.

"DEAR JUDAS." Robinson Jeffers. *Liveright*. \$2.50.

"LAUGHING BOY." Oliver La Farge. *Houghton*. \$2.50.

"FIREHEAD." Lola Ridge. *Payson and Clarke*. \$2.50.

"CAVENDER'S HOUSE." Edwin Arlington Robinson. *Macmillan*. \$2.

"THE WAVE." Evelyn Scott. *Jonathan Cape*. \$2.50.

"ANGELS AND EARTHLY CREATURES." Elinor Wylie. *Knopf*. \$2.50.

DRAMA

"THE THEATRE; THREE THOUSAND YEARS OF DRAMA, ACTING AND STAGE-CRAFT." Sheldon Cheyney. *Longmans*. \$10.

"STREET SCENE." Elmer Rice. *Samuel French*. \$2.

BIOGRAPHY

- "GRANDMOTHER BROWN'S HUNDRED YEARS." Harriet Connor Brown. *Little, Brown.* \$3.
 "MRS. EDDY." Edwin Franden Dakin. *Scribner's.* \$5.
 "THE LIFE OF AN ORDINARY WOMAN." Mrs. Anne Ellis. *Houghton Mifflin.* \$3.50.
 "HENRY THE EIGHTH." Francis Hackett. *Liveright.* \$3.
 "HERMAN MELVILLE." Lewis Mumford. *Harcourt.* \$3.50.
 "THE LIFE AND LETTERS OF JOSEPH PENNELL." Elizabeth Pennell. *Little, Brown.* 2 v. \$10.
 "A VICTORIAN VILLAGE; REMINISCENCES OF OTHER DAYS." Lizette Woodworth Reese. *Farrar and Rinehart.* \$3.
 "LA FAYETTE." Brand Whitlock. *Appleton.* 2 v. \$10
 "LIFE AND LETTERS OF STUART P. SHERMAN." Jacob Zeitlin and Homer Woodbridge. *Farrar and Rinehart.* 2 v. \$10.

TRAVEL AND SOCIAL LIFE

- "CARL AKELEY'S AFRICA." Mary Akeley. *Dodd, Mead.* \$5.
 "ENDS OF THE EARTH." Roy Chapman Andrews. *Putnam.* \$4.50.
 "THE MAGIC ISLAND." William Seabrook. *Harcourt.* \$3.50.

SCIENCE

- "OUR FACE FROM FISH TO MAN." William Gregory. *Putnam.* \$4.50.
 "THE THINKING MACHINE." Charles Herrick. *University of Chicago.* \$3.
 "INTRODUCTION TO SOCIAL ANTHROPOLOGY." Clark Wissler. *Holt.* \$3.50.
 "THE GREAT APES." Robert Yerkes. *Yale University.* \$10.



The new Doubleday, Doran shop in St. Louis, at 310 North Eighth Street. After ten years at 223 North Eighth the shop moved into new quarters on January 13. John Cowper Powys was guest speaker at the opening. An attractive feature is the rare book room at the rear of the shop. Another new department is the Dollar Book Section

THE Publishers' Weekly

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April 26, 1930

I HOLD every man a debtor to his profession, from the which, as men of course do seek to receive countenance and profit, so ought they of duty to endeavor themselves, by way of amends, to be a help and ornament thereunto.

—BACON.

President Hoover Receives the Library

AS this issue goes to press the ceremonies connected with the presentation to the White House of a library of 500 books are being completed. The gesture of presentation will be made from the Convention of Western Booksellers, at whose gathering a year ago the idea was originated by John Howell, and the actual contact with Washington is being made from New York, where Mr. Arthur Brentano, Jr., President of the American Booksellers' Association, and Frederic Melcher as Chairman of the Special Committee, will take a selection from the books and give them in person to President Hoover, who is sending a telegram of acknowledgment to the Los Angeles gathering. The rest are being gathered together, supplied with their bookplates and donors' marks, and then will be sent to the White House.

The library has been received by President Hoover for the nation for the use and enjoyment of the present and future occupants of the White House.

List of White House Books

The official printing of the list of White House Library has been sent to all subscribers and additional copies may be had

from the American Booksellers' Association, White House Library Committee, 62 West 45th St., New York, at \$5.00 per hundred or \$20.00 for 500.

The Los Angeles Convention

THE second convention of the Western Division of the American Booksellers' Association has been meeting this week at the Hotel Biltmore, Los Angeles with the four-day sessions closing on Saturday. First news from the convention will be printed in the *Publishers' Weekly* of May 3rd from telegraphed reports, and the full report of the sessions will be printed in the issue of May 10th. Albert R. Crone represents the *Publishers' Weekly* at this convention. Many delegates from the east will be present, and the local committee will be assured of a large and interested attendance for the admirable program they have prepared.

The Census as Advertising Barometer

THE value of the information which is being gathered in the new census of distribution, as a guide to advertising appropriations is lucidly indicated in an article by William A. Ruff, released this week from the Bureau of the Census, Washington. He says, in speaking of publishers and advertising men who attempt to direct their campaigns efficiently, "The greatest difficulty they have encountered has been in the securing of sufficient accurate information to recognize fully the wasteful processes and to take adequate measures to overcome them. If this could be accomplished, advertising as a great labor saving and efficiency promoting device would take a much more important part in the field of distribution than that which it now plays."

The new census will make available, for the first time, information that permits an accurate comparative analysis of every distributor's market. For instance, the exact amount of book sales will be indicated for Boston together with the number of outlets that distribute this total, and the same data will be shown for St. Louis. If the per capita consumption of books in one city is far below that of the other, the indication is that either distribution is extraordinarily efficient in the first or very poor in the sec-

ond. Which case is true and which city needs improvement will be readily determined from the National average.

If advertising appropriations in the poor city are as heavy as those in the good one, something is wrong with the facilities of distribution, or if the poor city has a low advertising appropriation a possible remedy immediately suggests itself.

Publishers and booksellers, through co-operation in furnishing accurate information for the census, will secure the most valuable guide for the efficient direction of their advertising campaigns that has ever been available.

Opposed to Dollar Reprints

W. W. NORTON & CO., INC., announce that they are opposed to the theory of dollar reprints and will not release any further non-fiction publications for this purpose. In the release in which the firm prints its convictions it states its belief that, "as non-fiction titles are increasingly sold at a dollar, many book buyers who would otherwise buy books at \$3 or more wait for their appearance in reprint. Yet the reprint business depends for its existence on the success of the original edition and there is developing a vicious circle." The Norton firm claims that, from the point of view of the bookseller, the policy of no reprint editions will help to keep up the demand for stock items, which is more profitable, and from the point of view of the author it should be remembered that his royalty on a \$3 book is at least six times as great as that on a reprint edition; that a study of the firm's sales indicates that popular non-fiction of scientific and historical character, such as the books by Watson, Overstreet, Bertrand Russell and Martin, steadily increases year by year and that there is no necessity for reduction of price to keep the books alive. The firm will continue to issue non-fiction literature at what it considers a reasonable price, averaging about \$3, and the price of books is not disproportionate to other merchandise. Norton argues that the price of non-fiction must be sufficiently high to enable a publisher to keep up promotion on each book to its own special audience. A non-fiction book must be sold by contents and not price. "This fact," this firm says, "tends

to be lost sight of as the bookstores take on more and more the character of bargain basements, which throws them increasingly in competition with drug stores and news stands. It should be remembered that the bulk of the profits of reprint sales are shared neither by bookstores, the author, nor the publisher who originally took the risk of publication."

Charles Scribner

A MERICAN publishing has lost in the death of Charles Scribner a distinguished leader, and one who made the imprint of his house synonymous with successful enterprise. Quiet in speech, unassuming in manner, he was master of the profession to which he gave his life. He had intimate knowledge of every detail in the industry, quick sympathy with the ideas and aims of authors, and a prophetic appreciation of new tendencies and directions of book publishing. He knew publishing to be an intricate and delicate business and he played his part quietly but forcefully, carefully but progressively, with the highest business standards and without sentimentality, with pride in the house of Scribner but interest in the good of the whole industry. Like William H. Appleton and George Haven Putnam, he built from foundations which previous generations had laid, and like them built a house of noble proportions. His work has covered the span of over half a century. He touched and enriched almost every phase of its development. His contributions have been great, and the house of Scribner is a monument to his personality and his genius for organization.

Schedule on Domestic Books

T HE provision that "books of domestic manufacture, when returned to the United States, after having been advanced in value or improved in condition by any process of manufacture or other means, shall, under the rules and regulations prescribed by the Secretary of the Treasury, be dutiable only on the cost of materials added and labor performed in a foreign country," has been accepted by the Senate and House conferees on the tariff bill. The schedule on books and paper was completed April 14, with the exception of the countervailing duty clause of paper.

Death of Charles Scribner

ON Saturday, April 19th, Charles Scribner died suddenly of heart disease at his home, 9 East 66th Street, New York. He had gone to his office as usual on Thursday, but on Friday he had a fainting spell and died the next day. He is survived by his widow, Louise Flagg Scribner; a daughter, Mrs. George R. D. Schieffelin of New York, a son Charles Scribner, Jr., of Far Hills, N. J., vice president of the firm; and a brother Arthur H. Scribner of New York, who three years ago succeeded to the presidency of Charles Scribner's Sons, while Charles Scribner remained chairman of the Board of Directors. The impressive services at Saint Bartholomew's on Tuesday saw an outpouring of friends and associates. The National Association of Book Publishers, to whose activities Mr. Scribner gave continuing support, was officially represented by the heads of fifteen of the older firms.

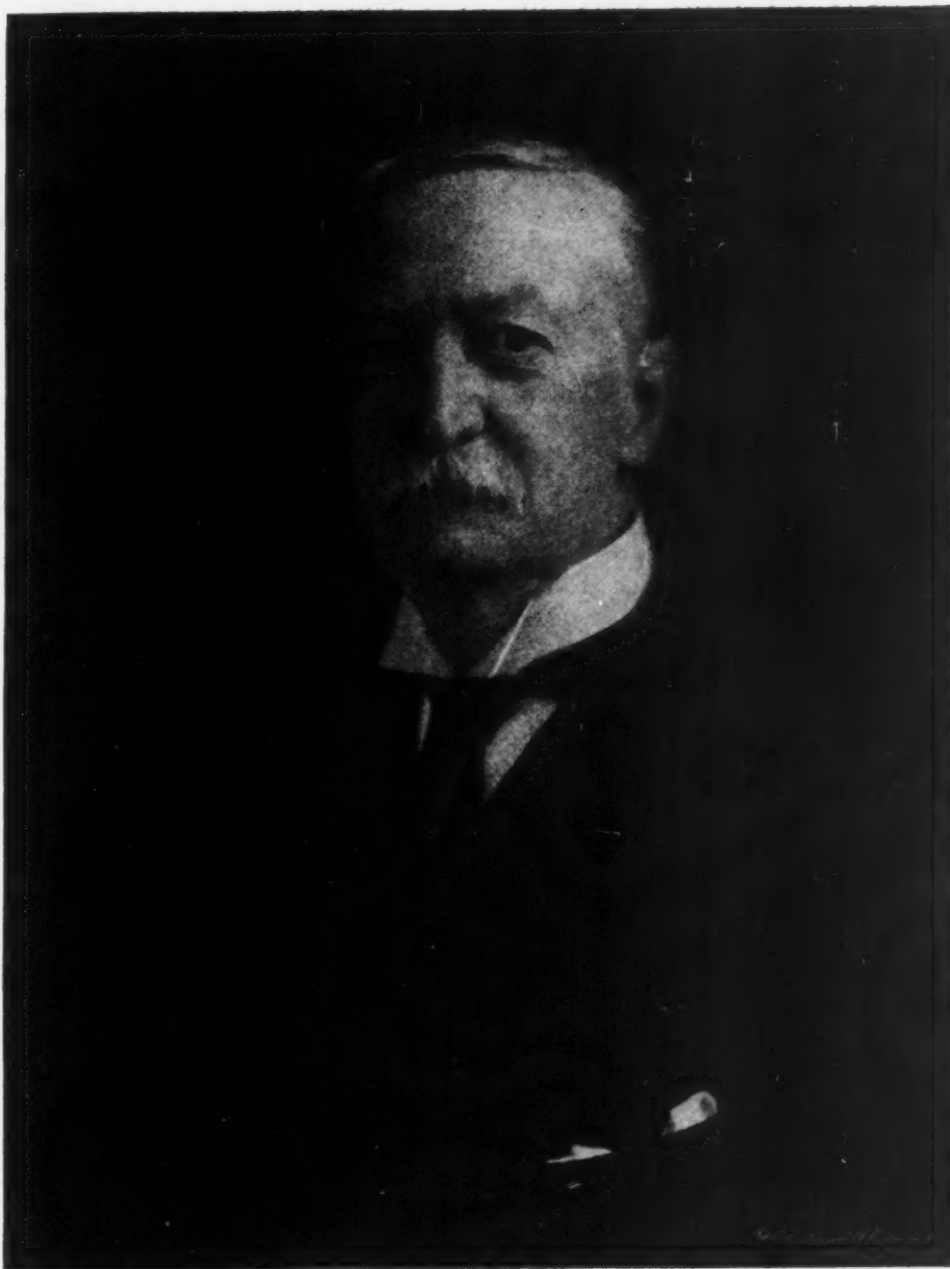
Mr. Scribner was born in New York City, October 14, 1854, the son of Charles Scribner, founder of the publishing business, and Emma E. Blair Scribner. The Scribner family traces its American ancestry back to colonial Virginia and it is recorded that Matthew Scrivener was a member of the Council of the Virginia Colony. The name was changed to its present form in the middle of the eighteenth century. Mr. Scribner graduated from Princeton in 1875 and immediately joined the business of publishing which was then being conducted by his elder brother, J. Blair Scribner, his father, founder of the business, having died in 1871. In 1879 Blair Scribner died and Charles Scribner became the head of the business of Charles Scribner's Sons. He was soon joined in partnership by Arthur H. Scribner, five years his junior. To this business, built upon the strong foundations laid by his father, he brought an equipment and natural ability that leaves his name outstanding in American publishing. He studied publishing as a profession and knew its innermost details. He approached it as a lover of books, with firm convictions as to the material he published, establish-

ing warm friendships with the authors with whom he was in contact. He approached it with a general pride in the industry and gave liberally of his time to the trade's larger problems. He developed an unusual insight into the tendencies of the business which made for the rapid growth of the house of Scribner into the varied fields of publishing. The details of book production always interested him and the standard of the Scribner output was high, and since the establishment of the Scribner Press he has kept it to the best levels of American book production.

His knowledge of the details of the business was always evident at gatherings of publishers where Mr. Scribner could be relied upon to give wise estimates of every new project in publishing. His appreciation of literature was broad and discerning and as a publisher he could give full understanding to a Meredith, Stevenson or Henry James, or to a Scott Fitzgerald or an Ernest Hemingway.

In his contributions to the industry, he was one of the hardest workers for international copyright, and in the famous struggle that led to our first international copyright measure of 1891 he worked side by side with Major Putnam and others, and it was Mr. Scribner who, with William Appleton and Robert Underwood Johnson, stood in President Harrison's office when this momentous bill was signed on March 4, 1891. Again, when the book-trade was at a crisis in 1900 owing to the spread of price-cutting, Mr. Scribner was among the most active in facing the situation and organizing the American Publishers' Association. He served that organization as president, and helped in the handling of the famous legal suit to which this effort for trade betterment led. Only two weeks before his death Mr. Scribner attended the meeting of the copyright committee of the Publishers' Association of which he had been for years a member, to discuss the new copyright bill and lend his experience in pointing ways to progress in this important legislation.

In the manufacture of books the Scribner imprint has always evidenced Mr.



Charles Scribner, October 14, 1854—April 19, 1930

Scribner's love of a fine book, and this love of the fine things in bookmaking is also seen in the firm's proclivity toward books on art among which so many of the finest of recent years have borne the Scribner imprint.

The Scribner catalog as it stands today is the real monument to Mr. Scribner, and the extent and variety of the firm's activities have been exceptional. As general publishers, there is no field of fiction or non-fiction into which this house has not entered with distinction. A highly organized subscription department with its staff of representatives all over the country, publishing and distributing the standard

sets of many authors, is a separate department of the business. There has always been a special department of music books, both imported and American. The religious department also has separate organization and the output has always been large and significant. From earliest years the firm has had close relationship with England, maintained an office in London and has brought to this country each year many fine editions which could not be printed on this side. The firm has also represented Baedeker in America for many years. No record of the special departments would be complete without reference to the children's books that have been

a leading specialty for many years, including such books as Howard Pyle's "Robin Hood" and "King Arthur" and the series of illustrated classics with pictures by Wyeth, Parrish and others. Early in the firm's history it became an agent in America for the *Encyclopedia Britannica*, and its ability to handle the larger problems of distributing reference works has been later evidenced by the publication of such books as Hasting's *Dictionary of the Bible* and the *Dictionary of American Biography*, now in process of publication. The growth of the Scribner educational list has recently been very rapid, and the imprint is one of the best known in American educational circles. Besides these many departments, Mr. Scribner found time to direct the growth of a large retail business for both new and rare books, which moved from one beautiful store on lower Fifth Avenue to another still more beautiful store near 48th Street. Still further expanding the facilities of the firm, he organized the Scribner Press, a fourteen-story building on 38th Street which provides for book production in all its details. *Scribner's Magazine* as first founded in 1870 was sold and became the *Century Magazine*, but in 1886 Mr. Scribner entered the field again with the success evidenced by the present prosperity of that periodical.

Mr. Scribner had also shown a rare genius for recognizing publishing and editorial ability, and from the beginning had distinguished associates. W. C. Brownell, critic and writer, was for many years editorial director of the house, Robert Bridges has long been editor of *Scribner's Magazine* and consultant on other enterprises, Maxwell Perkins in recent years has added fresh viewpoints to the editorial staff, and more recently still John Hall Wheelock. In double relations with the editorial aspects of trade and educational departments Dr. Will D. Howe joined the firm ten years ago. Frank N. Double-

day gained his first experience in publishing with the Scribner house and Edward Bok was at one time with the firm.

Two years ago, when Mr. Scribner relinquished some of his responsibilities, Arthur H. Scribner, who had been for so many years closely associated with his brother, took the presidency of the company, while Charles Scribner, Jr., who had been steadily rounding out his knowledge of publishing since his graduation from Princeton, became more and more active in the direction of the firm's affairs.

Mr. Scribner was a most loyal alumnus of Princeton, and when his alma mater awarded him the honorary degree of LL.D. in 1925 the citation said, "He stands today as a symbol for whatever is most courteous, honorable and fruitful of good in American endeavor. In his half century since graduation the head of the house has given every year to labor and love for Princeton. Intimate in her counsels, alert in stimulating her literary life, old in wisdom and young in spirit, constant in helping her needs, his unobtrusive, bright and kindly influence is part of all the best we have." That Mr. Scribner gave of his publishing experience as well as of his time to his college is shown by the fact that he was in 1900 one of the organizers of the Princeton Publishing Co., which issued the *Alumni Weekly*, and in 1905 the organizer and president of the Princeton University Press, to whom he later gave the beautiful and well-equipped building which it now occupies. It was in connection with the development of these two ideas that he came into contact with Whitney Darrow, then graduating, who has represented Mr. Scribner in many of his Princeton contacts. Mr. Darrow is now director of sales and promotion of the firm. Mr. Scribner had been president of the Princeton Club in New York, as is his brother today, and was at one time president of the Graduate Council of Princeton.

"The Ten Worst Book Towns"

Replies to a Recent Article in the Publishers' Weekly

ON February 8th the *Publishers' Weekly* published an article and list entitled "The Ten Worst Book Towns." The list, compiled from votes by well-known book travelers caused so much interest in the facts, as compiled roughly, that we are here condensing some of the more interesting responses.

Portland, Maine

The Portland *Evening News* on February 28th carried a leading editorial on this subject of the ten worst book towns with the comforting subhead, "None of Them are in Maine." The editorial again stressed the point emphasized editorially in the *Publishers' Weekly* when the list appeared, namely that it was not the leading bookstores in the cities which were being criticized, but the cities themselves. "Everyone will regret," says the editorial, "that New England has such a strong representation on the list of the ten worst book towns. But Portland may feel a glow of pride that it is not one of them."

Springfield, Mass.

From this New England city, first on the list of the worst book towns, Johnson's Bookstore says: "If we were in business for the benefit of the traveling salesman, we should be certainly worried, but as we are in business for our own happiness and to make a living, we are trying to please our customers." The communication goes on to say that a survey of books sold at retail per capita would place Springfield way above the average city and probably very close to the top of the list. Springfield also has developed a recorder card system of buying, "which keeps on hand books a customer wants, instead of having on hand a lot that the publishers hoped would sell."

Hartford, Conn.

Not on the list. Communication from this city heartily encourages a similar survey, having as its subject "The Ten Best Book Towns."

Pittsburgh, Pa.

Percy A. Loring, well-known traveler for A. & C. Boni, writes that Pittsburgh, on the list, is due an apology. Mr. Loring, as well as a number of other travelers, has found this city hospitable and open to suggestions from the publishers' representative.

Kansas City, Mo.

The Judson Press explains Kansas City's new reputation by the fact that the department stores there syndicate their buying in the East, "a serious situation for the traveling man." "If Kansas City's book orders were placed direct with the traveling man it would rank among the highest in an intellectual, book loving community."

Charleston, S. C.

Legerton and Company of Charleston, S. C., writes:

"In your issue of Feb. 8th, page 713, there is a list of what the traveling men saw fit to call 'The ten worst book towns in the United States,' and we quote therefrom—

'Savannah is a very wealthy town without a representative book store. The same may be said for Charleston, S. C.'

"Now my dear sirs, we object most strenuously to this statement. Charleston has two first class bookstores, Hammond's and Legerton & Co., and we are sure that there are a great many traveling men who will confirm this statement."

Baltimore, Md.

A protest: "How many useful books have been placed on the market last year? The moment a good biography is published, immediately every publisher is selling biographies, and as a result, the market is flooded with biographies, and in no time, the book is remaindered. This holds good with fiction and so forth. In all this skirmish the bookdealer is not considered at all. He is drummed to death by every house, and the salesmen cry 'Buy, buy.' At the end of the season the two-fifty books sell for a dollar."

Nature Books

Samuel H. Ranck

Grand Rapids Public Library, Grand Rapids, Mich.

A LIST of books on any particular subject always reflects more or less the personal interest of its compiler. This is particularly true of such a large subject as the literature of



nature. The hunter with a gun will approach such literature with a wholly different viewpoint from the hunter with a camera; the botanist from that of the geologist, etc. While my interest in nature is quite general, my

viewpoint is specialized with reference to the appearance and action of water on the landscape as I have seen it in exploring by boat or canoe many rivers of the United States and Canada, some fifty or more—not to mention the lakes. The following list, therefore, reflects somewhat my particular slant, but in its compilation I have had the active cooperation of several members of our library staff, particularly Adah C. Canfield, the Chief of our Circulation Department and Annie A. Pollard, an enthusiastic out-of-doors person who is Chief of our department of Personnel and Training.

The books have been selected primarily with reference to their worth whileness, but preference has been given to those that have been most popular with readers in Grand Rapids. Of two books which might

be equally worth while as to their subject matter the one that showed the largest number of readers has been given the preference. To that extent the list represents the reading tastes of nature lovers using the Grand Rapids Public Library.

The first aspect of nature that impresses itself upon the beholder is that of beauty, through and above all else a sense of ravishing beauty, sometimes intoxicating, of the heavens, of the landscape, of the flowers, the plants, and the trees. And most of us can get something of this beauty within the range of our daily routine, provided we have the seeing and the understanding eye. But personally I like nature best away from cities, the wilderness preferred.

Books are an enormous help in aiding to an understanding of what nature has already accomplished, what it is doing now, and what it is likely to do in the future through the forces that have been active through the ages, so that a knowledge of nature which one may gain from books adds enormously to one's pleasure and understanding in outdoor life. It is from this angle that the books in this list have been selected and annotated, to give one a fuller and more joyous appreciation of what the universe may mean to the individual and to society. Included in the list are volumes that give one the feeling of and for nature, books of information about nature in its varied aspects, and books that tell one how to live and care for himself when he goes into the wilderness and matches his strength and his skill against nature.

Most of these books are copiously illustrated, some of them very beautifully illustrated, and all of them are relatively inexpensive.

ARMSTRONG, MARGARET, AND THORNBUR, J. J. "Field book of western wild flowers." 1915. *Putnam*.

Wild flowers growing in the United States west of the Rocky Mountains, pictured and described.

Pocket size.



End of a mile long rapids on Sand River, Ontario

- BAILEY, FLORENCE MERRIAM. "Handbook of birds of the Western United States, including the Great Plains, Great Basin, Pacific Slope, and Lower Rio Grande valley." 1917. *Houghton Mifflin*.
- BLANCHAN, NELTJE. "Nature's garden, an aid to knowledge of our wild flowers and their insect visitors." 1908. *Doubleday, Page*.
- BRIMMER, F. E. "Motor campcraft." 1923. *Macmillan*.
Pocket size.
- BURROUGHS, JOHN. "Ways of nature." [c. 1905.] *Houghton Mifflin*.
- CAMP, SAMUEL G. "The fine art of fishing." 1918. *Macmillan*.
Outing handbooks.
Pocket size.
- CARPENTER, WARWICK STEVENS. "Winter camping." 1913. *Macmillan*.
Outing handbooks.
Pocket size.
- CARROLL, DIXIE. "Goin' fishin', weather and feed facts; the fresh-water game fish; the natural and artificial baits and their use." [c. 1920.] *Stewart & Kidd*.
(*Appleton*)
With an introduction by Major General Leonard Wood.
- CHAPMAN, FRANK M. "What bird is that?" A pocket museum of the land birds of the Eastern United States, arranged according to season, with 301 birds in color, by Edmund J. Sawyer. 1925. *Appleton*.
- COMSTOCK, ANNA BOTSFORD. "Handbook of nature-study" for teachers and parents. based on the Cornell Nature-Study Leaflets, with much additional material and many illustrations. 1914. *Comstock Publishing Co*.
Very comprehensive.
- DAVENPORT, EUGENE. "Vacation on the trail," personal experiences on the higher mountain trails with complete directions for the outfitting of inexpensive expeditions. 1923. *Macmillan*.
Pocket size.
- DOWNING, ELIOT ROWLAND. "A naturalist in the Great Lakes region." 1924. *Longmans*.

EATON, WALTER PRICHARD. "Green trails and upland pastures." 1917. *Doubleday*.
From the White Mountains to Glacier Park.

FRASER, CHELSEA CURTIS. "Secrets of the earth." [c. 1921.] *Crowell*.
"Not a technical treatise on geology, but rather certain phases of the subject and
its related industries, which are of most interest to young readers."

GEORGIA, ADA E. "A manual of weeds," with descriptions of all of the most pernicious
and troublesome plants in the United States and Canada, their habits of
growth and distribution, with methods of control. 1914. *Macmillan*.

GREY, ZANE. "Tale of fishes." [c. 1919.] *Harper*.
Salt water fishing.

HALE, GEORGE ELLERY. "The depths of the universe." 1924. *Charles Scribner's
Sons*.

The new conceptions of the universe, based on the observations at Mt. Wilson

HENDERSON, JUNIUS. "Geology in its relation to landscape." 1925. *Stratford Co.*

HOLLAND, W. J. "The butterfly book," a popular guide to a knowledge of the butter-
flies of North America. 1914. *Doubleday*.

Forty-eight plates in color photography.

"The moth book"; a popular guide to a knowledge of the moths of North
America. 1914. *Doubleday*.

Forty-eight plates in color photography.

HOUGH, EMERSON. "Let us go afield." 1916. *Appleton*.

Fourteen essays on outdoor subjects.

"Out of doors." 1915. *Appleton*.

Fourteen essays on out-of-doors vocations and related subjects.

JOB, HERBERT KEIGHTLEY. "The sport of bird-study," a book for young or active
people. 2d ed. 1922. *Macmillan*.

KEELER, HARRIET L. "Our native trees and how to identify them." 9th ed. 1900.
Scribner.

From the Atlantic to the Rockies and from Canada to the northern boundaries
of the southern states.

KEPHART, HORACE. "Camp cookery." 1918. *Macmillan*. New ed. 1926.

"The less a man carries in his pack, the more he must carry in his head."

Pocket size.

"Camping and woodcraft," a handbook for vacation campers and for travelers
in the wilderness. 1916. 2 v. *Outing Publishing Co.* New ed. 1921.
Macmillan.

v. 1—Camping. v. 2—Woodcraft.

Pocket size.

LOOMIS, FREDERIC BREWSTER. "Field book of common rocks and minerals"; for iden-
tifying the rocks and minerals of the United States and interpreting their
origins and meanings. [c. 1923.] *Putnam*.

Pocket size.

LOUNSBERRY, ALICE. "A guide to the trees." 2d ed. with an introduction by N. L.
Britton. [c. 1900.] *Frederick A. Stokes*.

Northeastern America chiefly.

MACPHERSON, HECTOR, JR. "The romance of modern astronomy," describing in
simple but exact language the wonders of the heavens. 1913. *Seeley, Serv-
ice & Co., Ltd. (Lippincott)*

MARTIN, MARTHA EVANS. "The friendly stars." 1907. *Harper*.

The stars are here marshalled "as they must have seemed to the herdsman of old, and as they should appear to all who love the open air."

MATHEWS, F. SCHUYLER. "Field book of American trees and shrubs," a concise description of the character and color of species common throughout the United States, together with maps showing their general distribution. [c. 1915.] *Putnam*.

Pocket size.

MILLER, WARREN H. "Camping out." 1925. *Appleton*.

Based on the author's experience of 30 years of camping out in all climes and conditions.

PINKERTON, KATHRENE G. "Woodcraft for women." 1916. *Macmillan*.

Pocket size.

REED, CHESTER A. "Bird guide"; water birds, game birds and birds of prey, east of the Rockies. 1925. New revised ed. *Doubleday*.

Pocket size.

"Bird guide" part 2, land birds east of the Rockies, from parrots to bluebirds. 1925. *Doubleday*.

Pocket size.

"Flower guide"; wild flowers east of the Rockies. 1910. *Doubleday*.

Pocket size.

ROBERTS, CHARLES G. D. "The hauntings of the silences, a book of animal life." 1907. *Grosset and Dunlap*. (Page)

ROGERS, JULIA ELLEN. "The tree book," a popular guide to a knowledge of the trees of North America and to their uses and cultivation. 1914. *Doubleday, Page*.

"Tree guide, trees east of the Rockies." 1914. *Doubleday, Page*.

Pocket size.

SARGENT, CHARLES SPRAGUE. "Manual of the trees of North America (exclusive of Mexico)." 2d ed. 1922. *Houghton Mifflin*.

SCOTT, WILLIAM B. "An introduction to geology." 1907. *Macmillan*.

SPONSLER, O. L. "Trees," a simple guide for quick identification of forest trees, for trees found in the region extending from Minnesota and Iowa eastward through Wisconsin, Illinois, Indiana, Michigan and Ohio to the eastern parts of Pennsylvania and New York. 1923. *George Wahr, Pub., Ann Arbor, Mich.*

Pocket size.

VAN DYKE, HENRY. "Little rivers: a book of essays in profitable idleness." 3d ed. 1896. *Charles Scribner's Sons*. New edition n. d.

VAN DYKE, JOHN C. "The open spaces, incidents of nights and days under the blue sky." 1922. *Charles Scribner's Sons*.

WEED, CLARENCE M. "Our trees and how to know them," with a guide to their recognition at any season of the year and notes on their characteristics, distribution and culture. 1918. *Lippincott*.

Boston Booktrade News

Dale Warren

FRIENDS of the *Atlantic Monthly* who have for some years been relying upon the personal recommendation of books by Anne Channing and Christine Lowell have no reason to despair now that it is known that these ladies have no corporeal existence, for Helen Davies McGlade, who used these pseudonyms, has just opened her own Book Service at 128 Chestnut Street, Boston, and is specializing in orders by telephone and mail. Miss McGlade, who was for four years manager of the Atlantic Monthly Bookshop, is emphasizing English and American firsts, limited editions, rare books, and private press, and lists in her first mailing such authors as Max Beerbohm, Katherine Mansfield, Walter de la Mare, Virginia Woolf, H. M. Tomlinson and Amy Lowell.



Marion Dodd of the Hampshire Bookshop of Northampton is making preparations to observe on May 10 the centennial anniversary of Emily Dickinson's birth. A supper is to be served in the Bookshop and the evening meeting in one of the halls will be addressed by Martha Dickinson Bianchi and MacGregor Jenkins. During the afternoon a number of the guest will be entertained at tea by Mme. Bianchi at her home in Amherst and given an opportunity of visiting the Dickinson house. Mme. Bianchi, a niece of Emily Dickinson's, is the author of "The Life and Letters of Emily Dickinson," a new edition of which has just been issued by Houghton Mifflin Company. On May 3 Little, Brown and Company are to publish Mr. Jenkins' "Emily Dickinson, Friend and Neighbor."



Goodspeed's have solved the problem of overstock: If you want to get rid of books, give them away! When the decision had been reached to close the Park Street shop, there were a great many volumes on the shelves which Mr. Goodspeed did not wish to transport to his more commodious store

on Milk Street. Prices were reduced and a sale announced but still the books did not move fast enough. Then one morning the papers carried a notice to the effect that the remaining stock would be given away "free." The doors opened at 8.10 a.m. and at 10.25 a.m. not a book was left.



Herbert and Jean Burgess are celebrating the Spring season by abandoning their basement quarters at 151 Newbury Street and moving upstairs to more commodious quarters. This gives them approximately one-third more space, with two large front rooms for stock and a business office at the rear. . . . Houghton Mifflin Company are postponing until next Fall "The Letters of Henry Adams, 1858-1891," originally announced for Spring publication. The volume is to be edited by Worthington C. Ford of the Massachusetts Historical Society. . . . Roger L. Scaife of Houghton Mifflin Company will return to Boston early in May after a six weeks' business trip to London. . . . "Not every bookshop in New England can boast a pair of sisters behind its counters," observes W. E. Harris in the *Transcript*. "However, both in the Brookline and Charles Street units of the Personal Bookshops it is quite safe to ask for Miss Alden." . . . One of the recent meetings of the Boston Authors' Club was addressed by Lucille Gulliver, head of Little, Brown's juvenile department.



The austere facade of the Little Building on the corner of Boylston and Tremont Streets does not suggest that anything as humanly interesting as a bookshop is to be found within. However, if you take the elevator to the sixth floor and don't lose your way you will come eventually to Mary Carey's lending library and book room. Miss Carey used to be associated with Womrath's "New Fiction Library" on Boylston Street and when Mr. Womrath gave up his Boston unit decided to carry it on under her own management.



Grant's Book Shop

INDICATIVE of the continued success and progressiveness of the firm, Grant's Book Shop, Inc., of Utica announced the formal opening of their new quarters at the corner of Hopper and Genessee Streets on Monday, March 31st with adequate celebration to follow throughout the week.

The valuable location and attractive appointments of this new store readily place it in a class with some of the best book shops upper New York State may boast of. Seven artfully decorated show windows present an alluring display to the eyes of the passing public. In order to capitalize this unusual feature to the utmost the firm spent a considerable sum on the decoration and finishing of these show windows and maintains a specialist to dress and care for them. The windows are backed to the ceiling with a composition technically known as "Keenstone," tinted a pale granite-grey, and inset with attractive, hand-painted art panels. Two show windows mark the entrance to the store and the rest extend down the side of the building on Hopper Street.

The interior of the store is well planned, though simply decorated, and all available space is used to the best advantage. The street floor is given over entirely to books, a circulating library (at the rear), stationery and supplies, with a general

assortment of greeting cards, tally novelties, etc. A balcony at the rear of the store affords ample office space for the business routine, and a basement floor is devoted to office furniture, equipment and supplies, as well as a properly partitioned stock and shipping room.

Grant's former location at 127 Genessee Street will eventually be closed, though for the time being it will be used for their surplus stock of office equipment. Their former uptown branch in the Stanley Theatre Building has already been closed, and the business of both stores has been incorporated in the one large store.

Lambert Grant, buyer and manager for the book and stationery business of the firm, states that already in the short time the new store has been open for business they have enjoyed an increased patronage far greater than they had reason to hope for. He seemed to be highly elated over the fact that records for the first week prior to the formal announcement showed an increased business over the same period last year (nearly 50 per cent) in contrast to the loss he expected while moving was going on.

Lambert Grant says that from 5,000 to 10,000 people entering the Stanley Theatre pass his window daily, and the firm will maintain a new policy of remaining open for business until 9 p.m. every day.

Philadelphia Booktrade News

Joseph E. Molloy

of *The Philadelphia Inquirer*

THE eightieth birthday of Dr. William J. Campbell, celebrated on March 25th with his retirement, and noticed in these columns recently, recalls the fact that this business, established by Dr. Campbell's father, is over ninety-five years old. First started in England, the business was brought to Philadelphia in 1850, where it has flourished under father and son for eighty years and where it will continue to flourish under the grandson, John Campbell, in whose favor Dr. Campbell retired. This record makes it, as far as we know, the oldest bookstore in the country, and probably the oldest in the world to continue under management of the family of its founder.



The Macrae Smith Company announces an important addition to its staff in the person of Jane Thompson, as director of publicity. Miss Thompson is well known locally for her connection with the Philadelphia Forum and with the *Philadelphia Record*, and to the trade for her work with the House of Stokes. She will assume duties hitherto the province of Oliver G. Swan, who is devoting himself to the production side of the business. Another active member of the Macrae Smith staff is Edward Shenton, whose "Riders of the Winds," illustrated by himself, was a juvenile high spot of the past season, and who has just written and illustrated another book for air-minded youth, "Couriers of the Clouds," the first story of the air mail to be written for boys, and announced for early fall publication. April 14th saw the publication by this house of "Mulberry Square," Lida Larrimore's third fictional offering to her ever-increasing public, and "The Thirteenth Spoon," a mystery story for girls by Pemberton Ginther.

This first spring month also saw the re-issue in a special format of Irvin Anthony's "Paddle Wheels and Pistols"

for the Children's Book Club, which has made the book its April selection.



The Peter Reilly Company announces for early publication the first American edition of a famous French work on the ethics of craniotomy, "Thou Shalt Not Kill. A Doctor's Brief for the Unborn Child," by G. Clement. The book is now in its fourth edition in France.



Catalog No. 3 from the bookshop of B. S. Foster, 1107 Pine Street, lists one hundred and four items of interest to the collector and student of Americana. Especially noteworthy is a copy of Samuel Penhallow's "The History of the Wars of New England with the Eastern Indians," Boston, 1726, of which work Sabin has said it "ranks among the rarest of New England imprints." The copy offered is bound in green morocco, described as in "nice, clean" condition, "but cut close," and is priced at \$250.



April publications of the University of Pennsylvania Press include "A Quaker Forty-Niner. The Adventures of Charles Edward Pancoast on the American Frontier," the recently unearthed diary of a Philadelphia youth who caught the gold fever; "The Letters and Epigrams of Sir John Harington," containing the first appearance in print of Harington's "The Prayse of Private Life"; "Group Incentives" by C. C. Balderston; "Thomas Chatterton. The Marvelous Boy" by Esther Ellinger containing the first unpurgated appearance of Chatterton's satirical poem, "The Exhibition"; and "Terra-Cottas from Nippur" by Leon Legrain. One book on the winter list of this house,—"The Red Hills" by Cornelius Weygandt, has become a collector's item within a few months of publication. Our favorite dealer-in-rare-books-and-fine-editions quoted a first edition recently at \$10.

In the Bookmarket



The new Week-End Library which Doubleday, Doran is bringing out on May 1st. Under one cover will be included outstanding novels, plays, poems, essays, etc. The volume will be 1,496 pages long

THE parody sketches in biography done in the manners of some of the best-known writers, by H. W. Haneman, which have been appearing from time to time in the *Bookman*, have been gathered into book form and will be published by Farrar and Rinehart under the title "The Facts of Life; A Parody Book of Biography." Herb Roth's original illustrations will feature the book. ❀ ❀ ❀

H. G. Wells' "Tono Bungay," published by Duffield and Company in the trade edition has been taken over by the *Modern Library* of unabridged reprints. ❀ ❀ ❀

A \$3,000 prize contest for the best literary work on "The Soul of America" has been announced by the National Arts Club. The object is "to stimulate the writing of a work which will reveal the soul of America as distinguished from books in which the authors thoughtlessly praise or condemn the national character." Manuscripts may be in any literary form, but only those presenting a constructive view of America will be considered by a committee, consisting of these members of the National Arts Club; William Allen White, Mary Austin, Hamlin Garland, Ida Tarbell and Henry Goddard Leach. Manuscripts must be from 40,000 to 100,-

000 words long. The time limit is from March 31, 1930 to April 1, 1931. ❀ ❀ ❀

Ullstin, the Berlin publisher of Remarque's "Im Westen Nichts Neues" has written Brentano's that the sale of this book has now reached the million mark, and that a thousand copies will be done in Braille Script. This edition will be distributed to the German war-blind free of charge. ❀ ❀ ❀

Australia has judged "All Quiet on the Western Front" to be obscene. A bookshop in Sydney was fined \$50 for selling a copy of this classic. ❀ ❀ ❀

Dutton announces a book which may be read along with the newspaper accounts of Mahatma Gandhi's salt activities in India. It is "The Case for India," written by John S. Hoyland, a teacher in India for fifteen years. The book tells the story of Gandhi's life and career, and hence inevitably presents an analysis of conditions, past and possible, in India. ❀ ❀ ❀

A book which might well have been included in the White House Library List, according to Franklin P. Adams, is Joe Cook's "Why I Will Not Imitate Four Hawaiians," published on April 3 by Simon & Schuster. "It is," states Mr. Adams, "one of the funniest, Lewis-Carrollest books of all time." ❀ ❀ ❀

The Viking Press has secured the publication rights of a life of Jonathan Swift by Carl Van Doren, who has been working on this volume for some years. The book will be published during this coming summer. ❀ ❀ ❀

Claire Spencer, author of "Gallows' Orchard," the distinguished first novel, choice of the Book-of-the-Month Club for April, is the wife of Harrison Smith, who published the book here. ❀ ❀ ❀

We are glad to know that Roark Bradford is coming in for a few of the honors which have attached themselves to "Green Pastures" and Mr. Connelly. Mr. Bradford's book from which the play was taken, "Ol' Man Adam An' His Chillun'," *Harper*, is selling as fast as his latest one, "Ol' King David An' the Philistine Boys." ❀ ❀ ❀

In a chapter of his new book, "What's Right with America," *Lippincott*, Sisley Huddleston considers "the new interest in books." He finds the efforts to interest the public in the works not only of American but of foreign writers noteworthy, and the space devoted to books in newspapers and other periodicals noticeably generous. America, he believes, reads and buys books to an extent undreamed of in some of the older countries. ❀ ❀ ❀

The \$3,000 College Novel Prize offered by *Doubleday*, *Doran* and *College Humor* has been won by Betty White, a graduate of Northwestern University, Class of '29, with an account called "I Lived This Story" which will be serialized in *College Humor* and published by Doubleday this fall. Miss White is a native of Oak Park, Ill., and was a member of Kappa Kappa Gamma sorority. ❀ ❀ ❀

In and Out of the Corner Office

WE had the opportunity, through Whitney Darrow, to talk about book publishing at the old Nassau Club at Princeton last week. It was pleasant to find that the presiding officer was Colonel James Barnes whose histories and naval tales are so well known. Colonel Barnes asked me if I remembered a little rhyme which S. S. McClure wrote for *Printer's Ink* years ago. It is worth reprinting:

"I wrote this book with a pencil
And the publisher printed it well
But the man who talked to the one who
bought

Was the one who made it sell." ❀ ❀ ❀

Announcement has been made that James Le Gallez is leaving the book page of the *Philadelphia Inquirer*, where he has been advertising manager since its inauguration a few years ago, to take an advanced executive position in connection with national advertising in the *Inquirer*. Mr. Le Gallez got his first book experience with A. H. Clapp in Albany. Later he served as buyer with the Jacobs Book Store in Philadelphia. His evident knowledge of the book business led him to the position of

advertising representative among publishers for the book page of the *Philadelphia North American*, after which he joined the *Inquirer* in the same capacity when the former was sold a few years ago. J. F. Tiefenbach, Jr. will succeed Le Gallez. ❀ ❀ ❀

Arthur Swann, well-known in the Rare Book World, has a young daughter who seems destined to belong to the Publishers' Ad Club. Mr. Swann writes:

"Recently Mrs. Swann gave a bridge and one of the prizes was a copy of Peggy Joyce's 'Men, Marriage and Me.' She asked our daughter, Margaret, to write something in it and she wrote the following verse. It seemed to me that it was quite good. Print it, if you like:

"There was a young lady named Joyce,
Whose life was one long, hectic choice
'Twixt sables and pearls
And impetuous earls,
And the smooth-running hum of a Royce.
You may not have a Royce like Joyce,
Nor be faced by the same heavy choice,
But you *can* play with "kings"
And with "diamonds" and things,
So—who wants a Royce like Joyce?"



(Underwood & Underwood)

Allan Nevins, editor of a forthcoming series of biographies "American Political Leaders."

Dodd, Mead Will Publish Series of Biographies

THE first volume of a series of modern biographies, "Rutherford B. Hayes: Statesman of Reunion" by H. J. Eckenrode, was published April 25, by Dodd, Mead. The new series will cover American political leaders since the Civil War and when complete will form a definitive history of the United States from the time of Andrew Johnson to that of Herbert Hoover.

The plan for the series was presented to the publishers by Allan Nevins of Columbia University who will edit the group of biographies to be known as *American Political Leaders*. Nevins, who is a comparatively young man, has come to the front as an American historian in the last decade, in which he has been a member of the editorial staffs of the *Nation*, *New York Sun*, *New York World*, and has been professor of American history at Cornell and recently at Columbia. He has been able to secure the best American historians to write the lives of the men who have guided

American Government through its reconstruction and growth since the restoration of the Union.

The life of Rutherford B. Hayes presents the neglected career of one of the most dramatic figures of American history, the president who brought the Northern troops out of the South, who has been called the first prohibitionist, and who laid the foundations of the Civil Service Reform which Cleveland carried out. The author, Eckenrode, is a noted historian and author of "Jefferson Davis, President of the South." He has gained access to much new material for his study of Hayes and the time in which he was the Chief Executive.

The lives of some twenty American political leaders are to be published within the next two years bringing the series down to Wilson. Nevins will write the life of Cleveland, William A. Robinson that of Thomas B. Reed, Dean Robert Granville Caldwell that of Garfield, Charles R. Lingley that of Roosevelt, William Allen White will do Joe Cannon, and other equal authorities will cover every vital political figure of American history since 1860.

The publishers announce that each volume will be issued as an individual biography and advertised as such, but that the group will be done in uniform format.

"Escape" in Italy

THE manager and one salesman of a bookstore in Milan, Italy, have been arrested by Fascist police for selling copies of Francesco Nitti's book "Escape," an account of his imprisonment on the penal island of Lipari for spreading propaganda against the dictatorship of Benito Mussolini, published in the United States and England by Putnam's. The Italian bookshop had somehow smuggled in a large shipment of the book from London and had been selling copies like hot cakes to trusted clients. The police bagged the unfortunate booksellers by the entrapment method so popular of late in this country with the Watch and Ward, and similar societies. When George Palmer Putnam announced his intention of publishing "Escape" he received many ominous threats from Fascist strongholds on the Continent, but so far nothing has come of them here.

Change in Price

UNIVERSITY OF OKLAHOMA PRESS
"The Austrian Philosophy of Values," by Howard O. Eaton, to \$5.00.

CALIFORNIA SCHOOL BOOK DEPOSITORY
Parsons, "Wild Flowers of California," from \$4.00 to \$3.50.

Jewish Book Week

JEWISH BOOK WEEK will be celebrated this year from May 11 to May 17, as announced by Fanny Goldstein of the Boston Public Library. This celebration was first suggested by Rabbi S. Felix Mendelsohn of Chicago in 1927 and has since become a fixed annual event in the United States. The purpose of the observance is to bring the value of Jewish literature to the attention of the general public and to influence Jews to buy Jewish books.

Both pulpit and press will help the event along by discussing the outstanding Jewish books which have been written during the year. In addition to the new books, it will give an opportunity to call attention to the books which have been produced by Jews throughout the ages. A concentrated effort is being made for an appropriate observance of Jewish Book Week in libraries, synagogues, religious schools, bookstores and study groups, and an appeal is being made to the Anglo-Jewish press everywhere in America to lay special stress at this period on the "Gospel of the Jewish Book."

The Boston Public Library, recognizing the Jew's contribution to the culture of the world through literature, is probably the first library in America to conceive the idea of emphasizing books of Jewish interest as a distinct group. In December, 1925, the library prepared a special exhibition of books suitable for Jewish readers at the season of Chanukah which is the Jewish gift-giving holiday generally celebrated simultaneously with Christmas.

A list of one hundred books of Jewish interest was especially prepared last year by Fanny Goldstein, librarian of the West End Branch.

Obscenity Trial

GEORGE MOORE'S "A Story-Teller's Holiday" is soon to be up for consideration in Customs Court on the charge

of obscenity. Heywood Broun, Herbert Bayard Swope and Byrne Hackett are announced as among those who will testify as to the Englishman's literary merit. The trial has come out of the experience of one Paul Hyde Bonner, a book collector who tried last autumn to import a first edition of the book signed by the author. The book was inevitably seized by the Customs officials and held as an immoral work. The seizure was upheld by Seymour Lowman, Assistant Secretary of the Treasury. Mr. Bonner, being much surprised, inasmuch as the book is published in this country and widely sold in leading bookstores, retained an attorney, Sylvan Cotshall, to fight the matter out.

Communications

REPRINT SUGGESTED

April 11, 1930

Editor, *Publishers' Weekly*:

When publishing and thinking of titles for reprinting, may I suggest Frances Erskin Calderon de la Barca's "Life in Mexico" during a residence of two years in that country, with preface by W. H. Prescott.

Travelers going to Mexico and many others are advised to read this book. Every library reading list on Mexico gives it prominence. It is disappointing to learn that it is no longer available in the *Everyman* edition. So far as I know, there is no other edition except the earlier ones which are valuable and scarce.

A reprint in good type would be very much appreciated.

Very truly yours,

I MRS. MAUD DURLIN SULLIVAN.

THE RETURN OF ORDERED BOOKS

Duttons, Inc.
681 Fifth Avenue,
New York City.
April 14, 1930.

Editor, *Publishers' Weekly*:

All the bookstores suffer from the customer who orders a book that the store does not carry in stock and then tries to return it for credit. Of course it is a situation that would be impossible if it happened too often, for the store would

finally find its shelves full of books for which there was no call.

We had the usual loud complaint from a lady, because we refused to take back a book specially ordered for her. She said she could not understand why a good customer like herself should be treated like that. So we looked up her account.

In the course of seven years she bought \$54 worth of books. On the average a bookseller makes 4% profit out of a sale, with which he is expected to pay his taxes, pay his dividends to stockholders, cover his bad debts and perhaps have by the end of the year 50 c. left for himself.

The 4% profit on this seven years of business amounted to \$2.16. The book she wished to return cost us \$2.67 and the chances of selling it to anyone else were practically zero and yet she wonders why we don't want to take her book back.

I wonder if the rest of the trade are firm in refusing certain unreasonable credits such as this one?

Very truly yours,

H. C. SMITH,
President.

Interesting Book Lists

THE Gold Star List of American Stories," issued in succeeding revisions by the Syracuse Public Library, has its own special usefulness, as it not only brings together with brief notes an admirable selection of American fiction but also reclassifies these books under subject and under locality of scene. Thus the bookseller can easily locate the best books on the middle west, on the south, on California, etc.

Another useful list just received has come from A. C. McClurg & Company, a list of "Easy Books" edited by Mildred L. Walker. With the increase in the number of school libraries in the elementary grades, there has been a greater number of demands for such lists of books that the children can read themselves as soon as they have learned from the primers the happy art of reading.

Historic Mudie's Has Moved

MUDIE'S LENDING LIBRARY, which began its existence in 1860 with a catalog of 5,000 books at New Oxford Street, London, has moved to Kingsway

with an impressive list of 250,000 subscribers. For the past fifty years Mudie's has numbered many men and women prominent in social, literary and political life among its subscribers. Carlyle was a member at one time as is the Queen of Spain now.

Obituary Notes

BRIDGES, POET LAUREATE, IS DEAD

DR. ROBERT BRIDGES, sixteenth Poet Laureate of England, whose long, philosophical work, "The Testament of Beauty" brought him wide fame at the close of his career, died at his Oxford home, April 21st, at the age of 85. "The Testament of Beauty" with its scholarship, breadth of vision and mental vigour astounded the world, coming from a man of Dr. Bridges' age. It is still being widely discussed and carefully analyzed as probably the greatest poetical work yet produced in the century.

He was born on the Isle of Thanet, on the 23rd of October, 1844, and received his early education at Eton and Corpus Christi College. He then went to Oxford as an Honorary Fellow. After graduation at Oxford he toured Europe before returning to London to study medicine at St. Bartholomew's. Dr. Bridges became casualty physician at St. Bartholomew's and later assistant physician at Children's Hospital and physician of the G. N. Hospital. While here, the praise he won for a poem celebrating the birth of a college president's child caused him to retire from his profession at the age of 37 to devote himself to poetry.

As a poet he became known as an exponent of "pure poetry" and one who sought for objective beauty rather than subjective appeal. In the thirty years of his career as a poet before his appointment to the position of Poet Laureate, in 1913, little of his work aroused popular attention. Most of his writing was privately printed.

Since his appointment, there has, at times, been heated controversy about his value as official poet. He refused to produce odes to order, even for events of historical import to the Empire. He remained aloof and produced only his carefully polished, scholarly verse. His critics assailed him as failing in the duties of his office, while admirers saw in him a poet of

real genius and classical taste who refused to write except when he could be sincere. The value and quality of his last work stilled his critics, however, so that he died in the midst of renewed and almost universal praise.

His published work, which has become more widely known since his appointment as Laureate in 1913, includes various plays and poems, "Essay on Milton's Prosody," "Critical Essay on Keats," "Shorter Poems," "The Growth of Love," "Prometheus the Firegiver," "Eros and Psyche." His plays include "Nero" (Parts 1 and 2), "Palicio," "Ulysses," "Christian Captives," "Achilles in Scyros," "Humors of the Court," and "Feast of Bacchus." His other books are "The Spirit of Man, an Anthology in English and French," "The Chilswell Book of English Poetry," "Yat-tendon Hymnal," "Ibant Obscuri," "The Necessity of Poetry, and Address," "October and other Poems," "New Verse," and "The Testament of Beauty."

ZWICK, BOOKSELLER, DIES

HARRY ZWICK, for sixteen years associated with the Willey Book Company,

New York, died at his home, April 4th, at the age of 36. Zwick was born on New York's East Side and through sheer determination and the force of his unusual personality, attained a notable position in the booktrade. His death brings regret and sorrow to his family and a multitude of friends.

DR. IBSEN, SON OF DRAMATIST, DIES

DR. SIGURD IBSEN, son of the Norwegian dramatist, former Premier of Norway and himself a noted editor and writer, died at his home in Freiburg, Germany, on April 14th, at the age of 71. He was the only son of Henrik Ibsen, born in 1859 at Christiania. He was Premier of Norway from 1903 to 1905 and after the separation of Norway and Sweden, as an editor, advocated the renewal of the union. During the World War all of his writings were strongly pro-German and highly resented in his native country. His most famous work was a volume of four essays, "Human Quintessence," which was described by William Archer as "an effort of pure reason."

BOOKS

to Display
during

MAY

THE STIR OF NATURE

By William H. Carr, *Director*
of the Trailside Museum at
Bear Mountain, N. Y.

How to make friends with
beaver, heron, deer, owl, ra-
coon, mice, and other wild folk,
at your doorstep or in the woods.
For nature lovers from 9 to 90!

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doorsy, romantic, and absorbingly delightful
for juveniles.

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By Captain E. G. Diggle, R.N.R.

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\$2.50

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A fascinating story of flying from Icarus to the
Wright brothers, Lindbergh and modern mail and
commercial planes, stirringly told by two experts.

\$1.00

THIS WAY AND THAT

By Edna Potter

Four-color pages of merry little children show how
to play 24 jolly singing games. With music and
directions. Pages, 11½ by 10½ inches.

To be published May 15th.

\$3.00

Oxford University Press . . . 114 Fifth Avenue, New York

Books for Boys and Girls

A Monthly Department

The Second of a Special Series of Three Spring Issues, Cooperating with Publishers, Booksellers and Librarians in Emphasizing the All Year Round Possibilities of the Field of Selling Children's Books

Why Not More Books for Graduation?

Mattie Straughan

The Book Shop, Greensboro, N. C.

THERE is no season that lends itself to greater possibilities for the promotion of books as gifts than does the graduation season. We have found that it ranks next to Christmas in the sale of books for gifts. Our experience has shown that there is no gift the boy or girl graduate appreciates more than a well-chosen book. The receipt of a book as a gift is a compliment to their intelligence.

Among the large number of books from which to choose, we find that poetry still holds first place. During the past few years particularly there has been a decided leaning toward the modern poets. Edna St. Vincent Millay, Sara Teasdale, Robert Frost, Edwin Arlington Robinson, and others of the present day poets, hold a high place in the admiration and affection of the modern girl graduate. But the standard poets are by no means left out. And these may be found in a variety of beautiful bindings, elaborately illustrated, to tempt the buyer of graduation gifts. Books of plays and books on all phases of the drama are becoming increasingly popular. With the increase of travel there has come an increased demand for books of travel, and these make an acceptable gift for the graduate. Biography and fiction are both popular, with biography perhaps in the lead. The trend in recent years to biography has extended to the young man and young woman who are finishing college or

even high school. Dictionaries in attractive bindings are being given more and more. In fact, there is almost no limit to the list of books available as appropriate gifts for the graduate.

We are particularly fortunate in having located in Greensboro the largest woman's college in the State, with an enrollment of about two thousand. Another woman's college is here with an enrollment of more than five hundred. These two colleges send out between three and four hundred graduates each year. Our high schools, with more than two hundred graduates each year, furnish us with a field which ranks along with the colleges in possibilities for the sale of books. These schools and colleges during the year bring to Greensboro a number of noted authors. The opportunity on the part of the students to hear and often to meet these authors brings an increased interest in books.

Realizing, as we did early in our career as a bookseller in Greensboro, the almost unlimited possibilities in the graduation season, we set to work to make the most of this opportunity. Many methods of promotion have been tried with more or less success. We shall mention only two or three which have seemed to us to be practical and have proved to be profitable.

A particularly successful experiment was used our first year. We asked the mem-

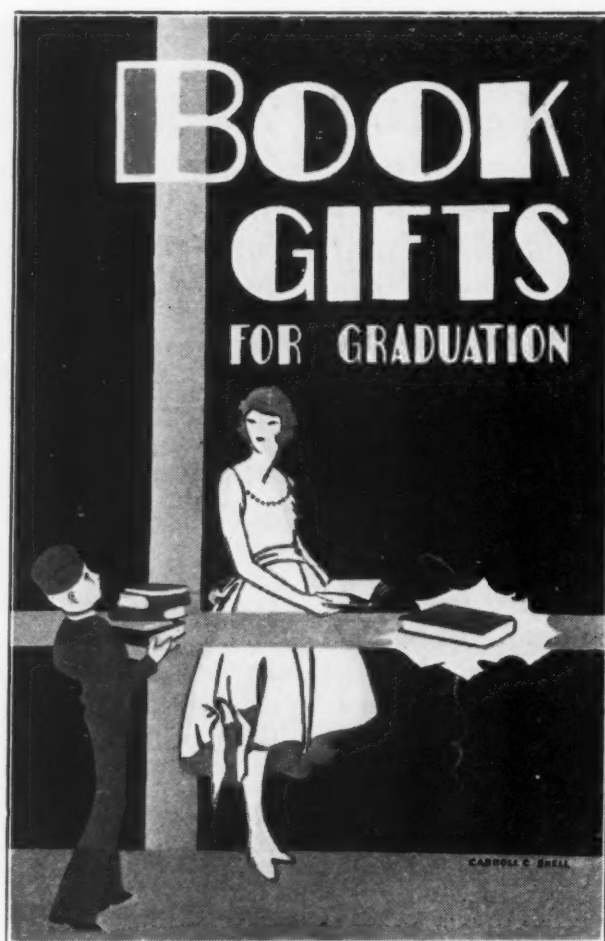
bers of the graduating class of our Senior High School to edit *The Book News*, our house organ, for May of that year. The head of the English Department selected two boys and two girls from the Class to do the work. Each of these students reviewed a book of his choice, and we gave a copy of the book reviewed to the reviewer. We also asked the students to mention a list of books they would like to receive for graduation. This number of *The Book News* also contained items of interest to the Class and to their parents and friends. Copies of this number were sent to every member of the graduating class, in addition to going to our regular mailing list. Many books were sold that season as a result of this method of promotion. Most of these boys and girls have since graduated from college and many of them have become good customers of our shop.

A method which we have used several times is that of securing the names of the graduating classes of the high schools and colleges in Greensboro, writing a letter to each graduate and asking for a list of books he or she would like to receive for graduation. A self-addressed postal is enclosed on which to make the list. As these cards are returned they are placed on file in the Shop so that we may constantly refer to them in offering suggestions to those in search of gifts for these graduates. These lists have been used in our window display with much success. One year our daily papers carried the names of the parents of the high school graduates. A letter was sent to these parents, suggesting books as gifts for their sons or daughters, and

offering our help in the selection of the right book.

We would always recommend the window display as one of the most effective means of promoting the sale of books. And, we have used it with particular success

during the graduation season. Each school and college is given a window display just before or during graduation week. School colors are used, together with a photograph of the graduating class, and any other photographs of interesting occasions that have occurred during the year. In the high school windows we have shown the trophies won by the school during the year. When any member of the class has won special distinction, we call attention to this in our window display. For instance, Dick Douglas, the distinguished young author, was president and



An N. A. B. P. Poster

the youngest member of his graduating class in the Greensboro High School. We played this up in our window display that year with splendid results. In both high school and college windows we display the school papers and the annuals. In all of these windows, of course, are scattered here and there books appropriate for graduation gifts. In addition, opposite this special window is one devoted exclusively to books suggested as graduation gifts.

As suggested above, we are convinced that "Books for the Graduate" may be one of the most profitable of all fields for the bookseller. A book is one of the gifts the graduate is most able to appreciate, hence the gift he is most likely to choose. It is up to those of us who sell books to prepare for this demand that has already been created for us.

Enlisting Community Support

Constance Mitchell

IN early times in Nantucket, that bewitching island whose quaintness still persists today, in spite of our machine age, news was circulated by means of the town crier; and this fascinating means of communication exists even in recent years. "Hear ye! Hear ye!" he would call, and the people gathered for the news of the day. "Dame Elder has lost her cow,—a ship is aground on the shoals,—Widow Parsons has extra fine butter and cheese!" All the important occurrences of that New England life were cried aloud to the heavens that those who heard might profit.

From then until now we have been calling our wares to humanity in more or less interesting ways. Sometimes people have heard us and more often our advice has fallen upon deaf ears, but we have continued until our present day advertising with all of its superfluities and its exaggeration has come to be the accepted thing.

In dealing with books and with children our method of approach must be different in order to be effective. Even before we reach the child we must teach the parents that books, and the right kind of books, are as vital to education as nourishing food is to health.

In starting a model bookshop for boys and girls we take as an accepted fact that those books which are permanent and enduring have been carefully selected by some one who is fitted by experience and education to handle this department. To these idealistic people it is as necessary to sell the "right" book as "just" a book. Now in our present age when Parent-Teacher Associations and Women's Clubs have done so much to enlighten mothers it is hardly necessary to stress the importance of books. Their educational value has been taught to the children in the schools and in the libraries, and from these sources brought to the attention of the parents in the home. It is exceptional now to find a mother who considers books "just something to clutter up the house."

How to reach these types have been

more or less the problems of the libraries and of the school; and it is a task well worth undertaking if the child readers of today are to make the book buyers of tomorrow. That we have book borrowers we know by the popularity of our circulating libraries; but are we developing permanent book buyers who will buy books for the future as well as for present needs?

Psychologists say that even the books at which a child looks before he is seven will help play an important part in maturing the reading tastes of a lifetime and that books which are glanced at, and pushed away, have more vital effects than we can know or realize. When the books are assembled on the shelves and the new exhibits are carefully arranged the next thought of the eager manager who longs to increase business is to make a definite connection between the book lover and the book buyer.

Perhaps one of the most successful of the projects which introduce children and their parents to a boys and girls department in shop or library are puppet shows. Somehow these little marionettes which so gayly dance are as much loved by the children of today as by their ancestors. Some communities boast of marionette clubs; but in almost every community there is at least a group of school children who have made puppets for class room presentation and who are overjoyed at the opportunity to perform before a real audience. Of course it is essential to secure the services of the teacher that she may keep her small charges from becoming over enthusiastic. Children love to watch other children and for that reason the amateur entertainment is as successful in its result with youngsters as the more finished effect of professionals.

If plays are chosen from books which are enticingly displayed a number of little voices will wail pathetically, "buy me that book, mother," and mother will find it hard to refuse. A series given on successive Saturdays will provide a vast amount of comparatively inexpensive advertising

and introduce a department and its staff to a sufficiently large number of people to make it worth while.

As the children's librarian seeks contact with the schools, so may the boys' and girls' book department make the same approach. In a progressive western library, talks to the schools are definitely part of the program. Twice each year the librarian visits the grades in her district and talks to each class. To tell one story and leave another unfinished at the crucial moment is to find hordes of small children swarming to the library as soon as school is out.

This same method was followed by a bookshop on the Pacific Coast and from the first met with astonishing results. The schools gladly welcomed the staff members, and even urged them to come. No definite attempt to sell books was made; in fact it was suggested by the person in charge that these books could be obtained at the nearest branch of the public library—but the children and their parents were invited to the shop. They came and demanded the books which had been stressed at the school. Great care was taken in the type of book chosen for such publicity, and the children's librarian was consulted in each instance. The message which the child brings from school is carefully heeded and untold benefit was reaped from this somewhat unusual method of advertising.

Invitations to talk at parent-teacher meetings are always golden opportunities to impress and reach the book buyers of the community. The time to devote to such projects is during the fall months in preparation for the harvest of the Christmas season. So through the interest that may be aroused by entertainments given in the shop, through the medium of the story teller in the school, and the speaker at the club, interest in a new department for boys and girls as well as added impetus to an old one may be steadily promoted.

If you find that advertising letters seem to bring absolutely no response and find their way to the waste paper baskets unread, try to give those letters a decidedly personal touch and see if the result is more encouraging. In our own shop we found a little paper, two or three short pages in length, practical. In it we chatted informally about some of the old titles and many of the new ones. As we ran this

off by hand on our own mimeograph machine the expense was comparatively little and the result of inestimable benefit to us. In a bookshop it is the adult mind which must be pleased after all, while in the library one deals directly with the child. It is mother or aunt or cousin who really selects and buys the books, when all is said and done. How wide the difference between the book which the child chooses and the book which the adult chooses for a child the librarian well knows. But any child will like any book that is presented in the right way. Because it helped introduce the newer books to boys and girls as well as their parents was one of the reasons that our monthly news and reviews found a welcome. Started as an experiment it soon grew to such proportions that it became an established institution.

Why do we so emphatically stress the word "juvenile" when we speak of books for younger readers? "Oh, it's a juvenile," we say, and forever impress it upon our mind as something which we never want to read. Many books are as delightful to grown ups as to children; for example "When We Were Very Young" or "Winnie the Pooh." That an adult may read a child's book with enjoyment more or less proves its worth. We positively testify that "Hitty" kept us awake far into the morning hours because we could not leave her in the wilds of India; and "The Earth for Sam," recently published, is absorbing reading for any age in spite of its poor title. "Gulliver's Travels," "Robinson Crusoe" and "Aesop's Fables" were not ever written for children and yet they have come to take their place as the backbone of literature. Let us form a campaign to say, "books for boys and girls." It is much more appealing to the adolescent youngster in the early teens who still finds plenty of good reading in the younger department, but who shies like a sensitive horse at the term "juvenile."

To organize a boys' and girls' department and to enlist the support of the community, takes time and patience and infinite tact. But now, as never before, parents and schools are accepting books as a definite factor in education. The art of reading, not merely the mechanics, is being incorporated in the curriculum; its growth is noticed everywhere. Now is the accepted time!

Books for Old and Young

Ernestine Evans

of Coward-McCann, Inc.

"JUNIOR BOOKS," "Juveniles," "Books for Boys and Girls," "Children's Books" — under these heads the publishers are wont to list those books that are primarily sold for child consumption, and that are especially promoted to schools and the children's departments of the libraries. Lines are convenient things—and always arbitrary; a little mystical, too. What is one child's meat is another child's poison; and young readers, like young swimmers, like often to reach out beyond their depths. Reading is a two-fold pleasure, sometimes worthwhile for content and sometimes worthwhile for the pure aesthetic pleasure of response to language in the cadence of poetry or of prose.

How else account for a child like Belinda Brook who seized upon "Wild Party" by Joseph Moncure March, obviously neither knowing nor having concern for its meaning, and as obviously delighted by its peculiar rhythm. And the next day lost as ever in E. Nesbit's "Five Children and It."

The line between books for boys and girls, and books for human beings is an arbitrary thing, no end convenient to the publishing house and to the bookstore in matters of display. If, following the development of publishing for children of the last few years, I find myself writing about the inconvenience of the line, and rather wishing the bookstores would help the publisher out of a rut by experimenting now and then by slipping certain adult books over to the children's display tables, it is largely because I think the booksellers themselves would profit by the performance. They would have some share in

making the permanent books that have the long sale of first rate juveniles. At Coward-McCann we have had more than one surprise when books published for adults began to find readers among older boys and girls, and consequently made for

themselves permanent places on recommended lists in school bibliographies. Siegfried Sassoon's "Memoirs of a Fox-Hunting Man," once Bertha Mahony had discovered its popularity with young people and had written of it for the *Horn Book*, and when Anne Carroll Moore did the same thing in the *Three Owls* page of the *Herald Tribune*, has now a steady reorder sale from school libraries where it is listed not only as an example of the modern



A Frank MacIntosh decoration for Elizabeth Coatsworth's "The Sun's Diary," Macmillan

novel but as a picture of life in England before the War. When we took D. K. Broster's "The Flight of the Heron," published in England for adults, and brought it out here for older boys and girls, the Junior Literary Guild, to whom we sold one edition, informed us that they had never delivered a book to their subscribers on which they had more responses. Certainly there must be many books published for adults in which the lively linear quality of plot, and the clear prose present no problems to young readers; and which the bookstores, anxious to make permanent and steady buyers out of all casual ones of whatever age, might better be selling to the young people themselves than many so-called boys' and girls' books.

I have been told so often that bookselling is primarily a merchandising problem, pure and simple, subject to the same sort of business warfare and pushing as silk



HARPER JUVENILES for SPRING



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A little book of refreshingly different verses about the very thing every youngster is planning—vacation. A companion volume to Mr. Tippet's two successful books of verse—*I Live in a City* and *I Go A'Traveling*. Illustrated. Ea. 75 c.

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A companion volume to the popular *Little Book of Necessary Nonsense*. This new volume contains a representative collection of the most famous ballads of literature, with special emphasis on those that would appeal to younger readers. Illustrated. Ea. \$1.00.

RED COATS AND BLUE

By HARRIETTE R. CAMPBELL

Selection of the Junior Literary Guild. An unusual picture of the American War of Independence through the eyes of a young English girl, held virtually prisoner in a Quaker home in Boston. Beautifully illustrated. \$2.00.

THE THACKERAY ALPHABET

By

WILLIAM MAKEPEACE THACKERAY

A literary find! First publication in America of a newly discovered Thackeray manuscript. Children and grown-ups will get many a laugh over the absurd verses and ridiculous illustrations made by one of England's greatest humorists. Thackeray illustrations. \$1.25.

THE WOLF TRACKER

By ZANE GREY

Illustrated by KURT WIESE

A companion volume to one of Zane Grey's most popular stories—*Don*. This new book is another hunting story with the hero this time a lone wolf, and the theme the tracking of the wolf to his death. Illustrated. Ea. \$1.00.

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A thrilling story of adventure and of treasure hunting. Fairlea's trek into the wilderness as guide for two buccaneers is filled with mystery, romance and narrow escapes. Historical fiction with an American setting. Illustrated. \$2.00.

GASOLINE ENGINE BOOK

By A. HYATT VERRILL

AIRCRAFT BOOK

By D. VERRILL

Two new books on subjects of interest to every boy and to many adults. The books have been read and approved by outstanding people in both fields. Illustrated with diagrams, etc. \$2.50 each.

49 East 33rd St., New York



stockings, motor cars, or cigarettes, that I am willing to believe it. But if in general we are going in for mass production to be followed shortly by a tenfold benefit from industrialization, the return of the cheap book, and the opening of wider, more popular markets, then certainly the superabundance of second-rate titles, and especially those for young people, is going to be less profitable. What both publisher and bookseller are going to have to discover are those titles that can be twice-listed almost from the start. There are certain kinds of good books that ought not to be listed according to age but rather according to interest. Nearly all of Charles Finger's books are as enjoyable to adults as to children, and titles like "Three and the Moon," Knopf, illustrated by Boris Artzybasheff; Elizabeth Coatsworth's "The Sun's Diary," (Macmillan), and our own "Millions of Cats" by Wanda Gag, have a gaiety about them that makes them ideal gift and birthday books for older people. "Alice in Wonderland" is of course the classic example of a book that would not stay put.

The line between books for old and young is really a convenience merely, not a moral issue, nor anything that should limit sales to certain ages only. Take Ida Treat and Ruth Sawtell's "Primitive Hearths in the Pyrenees" (Appleton). I wonder how many bookstores know that it is an ideal book for young people on pre-



From "The Flight of the Heron," illustrated by Helene Carter, Coward-McCann

history. Bertha Mahony, in "Realms of Gold," lists it of course; and Jean Kenyon Mackenzie's "African Adventures" (Doran) and "African Clearings" (Houghton Mifflin) are other examples of adult titles that were from the first by the simplicity and beauty of their style, admirably suited for children from eleven up.

All this better exploitation of titles, from the start, cannot be accomplished without the aid of just those booksellers who combine good merchandising with sufficient personal attention to individual titles, to cooperate in making discoveries. The publisher ought to know how many categories a book belongs in, and often he does. But if the bookseller himself would experiment, many a publisher would find himself on a bookseller's tip, with a gold mine—or say a little silver mine—on his hands—an adult book with a second sales incarnation as a juvenile.

Juvenile Books About Italy

Flora de Gogorza

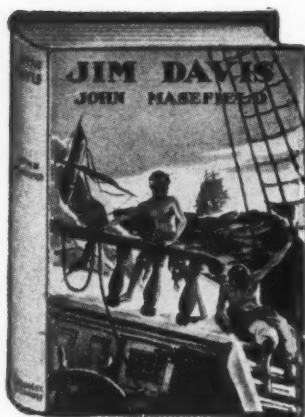
Librarian, Brownsville Children's Branch of the Brooklyn Public Library

IT may well be said that until the revival of literature following the War for the Unification of Italy, few books were written for children. Even after that period, roughly from 1840-1900, there were few outstanding names. Where then shall we begin? Very properly, it would seem, with authors of classical antiquity, whose writings are the common heritage of mankind. Aesop, Phaedrus, a Latin writer of fables, and Plutarch. Though none of them wrote primarily for children,

yet in Italy, as elsewhere, translations for children exist. Mention should also be made of the "Gesta Romanorum" anonymous Latin book of the 14th century, whose first modern form was printed in 1473.

At a later date, 1637, G. B. Basile wrote the "Pentameron," a collection of folk tales in Neapolitan dialect, which have been translated into German and English. Cinderella, Rapunzel, Snow-White, Hansel and Gretel, are among the stories derived

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Grosset + Dunlap are adding this month to Juveniles of Distinction (Dollar Books for Boys + Girls) 36 new titles, bringing the total of this remarkable line up to 50 volumes.

Wherever our travelers have gone to present these J/D with their gorgeous jackets and deluxe bindings, they report many enthusiastic "ohs" and "ahs".

Just to show you that our friends in the trade have not limited their reactions to "ohs" and "ahs", we are pleased to report that a second printing is already necessary before publication date.

We believe the J/D will settle for once and for all the Commencement Gift Book Problem. The Dollar Price is right, and the beautiful format is even more so!

Send for complete J/D order list today!
Anyway - no later than tomorrow!

- Grosset + Dunlap

from the Pentameron, antedating Perrault, with his Tales of Mother Goose, by sixty years.

Folk tales, handed down by word of mouth from one generation to another, have been an unending source of pleasure to the Italian peasant. They sit around the fire on winter evenings telling stories for hours at a time. Each province has its own tales, in its own dialect, Neapolitan, Sicilian, Tuscan, and so forth. There is, for instance, a Sicilian version of "East o' the Sun and West o' the Moon."

In the revival of learning following the War for United Italy, writings for children played a part. For the first time school textbooks were compiled by Cesare Cantu, Alessandro Parravicini, Giuseppe Taverna, Niccolo Tommaseo, all of whom wrote children's books as well. As with our own juvenile literature of that day, these stories are moralizing in tone.

In the past, juvenile books were few, and those narrow in scope. Even today, there are no public libraries, and books are never seen as part of a traveler's equipment, as we see them so freely carried in this country. Today, more books are being published, they contain a greater variety of subjects, the makeup is better. Attention is given to suitable and attractive illustrations. Bemporad and Madadori are giving prizes for the best juveniles.

Some of the outstanding authors of the present time are Angelo Novaro with "Il Cestello," a collection of children's poems, including three beautiful ones on Saint Francis of Assisi, which received the Mondadori prize in 1928. A particularly beautiful book by Nuscor is "Ospite de Mare," suggestive of Kingsley's "Water Babies," combining as it does fantasy and science. Then there is Laura Orvieto's "Storie della Storia del Mondo," a collection of Greek stories. She is a very fine writer and this is her best book. Camilla del Soldata is writing stories for adolescents, re-awakening this long dormant type of literature. Two famous names are carried on: Donna Paola Lombroso, daughter of Desare Lombroso, and Paolo Lorenzini, nephew of Luigi, are both writing for children.

Italian children have the best translation of other countries, due also to Bemporad. Andersen, Aulnoy, Barrie, Cer-

vantes, Grimm, Perrault, Ségar, Swift, are the most noteworthy. "Little Women" and "Huckleberry Finn" have also been translated. The less than mediocre, alas, exists in Italy as well as here, including the tabloid newspaper and the funny sheet. These you *do* see in surface cars and trains, although you never see books.

In the enumeration of present day writers I have purposely omitted some who are most familiar to us, who through translation have an important place in our children's collections in America today. The classification of the following books falls into three groups: the Pinocchio books, kept separately from other fairy tales for purposes of comparison, a group of fairy tales, and books depicting Italian home life.

The most popular of all Italian juveniles is Lorenzini's "Pinocchio," which, like "Alice in Wonderland," belongs to the children's literature of the world. The marionette has a strong hold on Italian life. Ever since ancient times Italy has given him a home. Punch was Punchinello before migrating to England and the Guignol who amuses the Parisian child in the Tuileries garden descends, no doubt, from the same parentage. This story of Pinocchio is indigenous to Italian soil.

It was a pity to turn Pinocchio back to a marionette, once he had become a boy and had learned some of the lessons of life—



"Pinocchio in America" by
Angelo Patri. Mary Liddell
artist, Doubleday

obedience and industry. This is what Cherubini did in "Pinocchio in Africa." This book is an imitation of Lorenzini's "Pinocchio," where the impossible had a sense of reality. Here the real has a sense of unreality.



"Nimble-Legs" by Luigi Capuana, Longmans

"Pinocchio in America," by Angelo Patri, is to be ranked between the other two. You cannot successfully transplant Pinocchio, for he is, as I said before, indigenous to Italian soil. The chief value of this book is Patri's description of public school life and the American background which the foreign child sees for the first time. Patri knows whereof he speaks, and writes pleasantly, but Pinocchio is only Pinocchio in name. The real difficulty is, Pinocchio was a creation, a living being, and this person remains in our memory, enabling Cherubini and Patri to write stories about him, because Lorenzini made him what he was.

The hero of Barzini's "The Little Match Man," adventured all over the world. First a Haji, or Genie living in a Japanese willow, he later became a match and followed the army into Manchuria. Mr. Barzini is the editor of the *Corriere D'America* in New York. This tale is the result of his experiences as correspondent, during the Japanese war.

Italian characteristics of affection, courage, and patriotism are strongly brought forth, but the remarkable thing is the life-like quality of Fiammiferino, the little match man. He lives as he sits on the edge of the cup, as he crawls up by way of the vest buttons, or sits on the edge of a hat, viewing the world at large, as if he were a real person. The ability of outstanding Italian writers lies along this line. Pinocchio, a little wooden boy; the Little Blue Man, a piece of paper; Tamburino, the lead soldier, and Fiammiferino, a bit of wood. This shows how much the marionette, or its prototype, is a part of Italy.

Whereas the little match man confined his adventures to Japan and Manchuria, the "Little Lead Soldier," by Franchi, roamed the world. Born in a Paris factory, he went first to the North Pole, thence to Iceland, China and Persia, ending in Algiers.

This tale is a combination of imagination and adventure. Interesting bits of information are interspersed, particularly in the beginning, where the Aurora Borealis and animal life in the Arctic are described.

Fanciulli's "The Little Blue Man" is an outstandingly beautiful story, with its kindly, meditating spirit of helpfulness and contentment. Our perfect translation of the travels around field and garden of the little man who was made of paper, painted blue, with a heart of gold (you remember how Beppino asked, "Is he real or made of paper?" and Maria answered, "Do design and color count for nothing? A work of art is always real, my child.") portrays outstanding Italian characteristics—simplicity, kindness of heart, politeness, and a love of painting and music, also, the best elements of the fairy tale—poetic fantasy and imagination.

We are often reminded of Andersen, the



"The Little Match Man," Penn Pub. Co.

greatest of fairy tale writers; yet the story has distinct originality. If a parent, or one of the doubting public, were to come to me to know what value there is in books for children, I would place this book in his hands, containing, as it does, everything for character-building.

The consideration of story-books in Italian juvenile literature properly begins with Amicis's "Cuore." What shall we say of it? Cast it aside as prosy, dull, of a moralizing type belonging to an age that is past?

Garrone and Franti, the principal characters, are well depicted. The book's outstanding contribution is to show, as it does, that school plays a large part in the formation of character, and that ideals are as necessary as culture. Because of the contribution, I would keep the book as an influence for good, if only for the occasional reader. It does lack a certain variety.

Of the interpolated stories in this book, some are exceedingly nationalistic in outlook. The popularity of the book would be increased with a new edition that had large print and good colored illustrations.

The story of "Piccolo Pomi," by Antonio Beltremelli represents a side of life of which the United States has no counterpart, but which has a basis of fact in European countries. Such extreme poverty and lack of education exists in parts of France and Italy that it is possible for children to wander around with the peasants tending the pigs, or with the shepherds tending the sheep. This type of story seems more melodramatic and impossible to us, just because we have no background of comparison. It must be admitted, however, that there is an element of impossibility in the fortunes of Piccolo Pomi, who, driven forth in cruelty, finds himself at the end of the story with Veronella, a forlorn beggar child, rolling away in an automobile with Count Amadeo di Riparimandoli.

Gambalesta, in Luigi Capuana's "Nimble-legs," could run so fast that he was intrusted with secret messages during the war for Italian unity. The part which concerns this book is the march through Sicily to drive out the Bourbon king, who is opposed to unification. What contribution does this make toward understanding the Italian? Perhaps little, beyond the vivid background, because Nimble-legs belongs to the kingdom of adventurous boyhood in

general, rather than Italy alone, with his vivacity, mischievousness, and irresponsibility. The Italian's love of country is well brought out in this tale of Garibaldi. The story moves rapidly and holds attention. The illustrations are vivid and add greatly to the text.

"Three of Salu," by Della Chiesa, is a story of northern Italy, belonging to the Children of the World series. Written with the purpose of acquainting children with geography, it is crowded with fact. Yet we must admit, given this type of story, that the book is well written. Della Chiesa is an Italian woman living in New York. She has taken pains to depict the life of the wealthy child, living in an Italian villa with large rooms and a chapel attached. Outdoors there are sunken gardens, stone steps, trees, flowers and birds. Summers are spent in the Italian Alps and on the Italian Riviera. All this is nicely described. The facts are authentic and give a true picture of a certain type of Italian life.

The semi-fairy tales in the "Italian Peepshow," by Eleanor Farjeon, are full of the Italian outdoors. They have much beauty of scenery, marketplaces where pasta and other native foods are sold; pottery and flowers, carnivals with Harlequins, Punchinellos, and puppets; ruined villas where peasants, children, puppies, goats, and chickens, all live happily together. There are lovely descriptions too of courts, fountains, and stately gardens. The second part is about England.

Helen Forbes, in "Mario's Castle," admirably contrasts the poverty and simplicity of the peasant's life with our better standards of living. Elizabeth makes friends with the peasant children and the cobbler (both the pig-boy and the cobbler knew their history and their Dante). Elizabeth found everything different in



Lorenzini's "Pinocchio,"
illustrated by Mussino.
Macmillan

Italy, and so she discovered the essence of intelligent and pleasurable travel. The flower markets, the religious fiestas, stores filled with Roman scarves and stamped leather, the jewelers' shops on the Ponte Vecchio, all are made vivid. Elizabeth found, too, that a count is not so different from the well-bred boy of other countries. Finally Elizabeth, as all children will, stayed so long that when she saw Lucy Keane again, she remarked, "How funny foreigners look!" The romantic side is emphasized. This is a worth-while addition, written with intelligence and charm.

"The Adventures of Chicchi," by Paola Lombroso-Carrara, is a sympathetic interpretation. Having read more of peasant life in the books with an Italian background, this story is interesting as showing the life of a well-to-do child, who gave up order and comfort and a beautiful doll. The actress in her, even at this early age, rebelled against the life of the Philistines, as she had heard her parents call the comfortably well-to-do.

In our group of books on Italian life we learn of the North in the "Three of Salu"; the middle section of Italy in "Mario's Castle" and "The Peepshow Man," and of Sicily in "Concetta, the Coral Girl." "The Cart of Many Colors," by Meikeljohn, is wider in scope, covering primarily Sicily and Florence; interpreting patriotism, religion, and the legendary and artistic life.

The Sicilian cart, by the way, is not decorated in any light-hearted fashion. An immense amount of care and labor go to the make-up of the finished article, and a really well-painted cart is handed down as a valued possession from father to son.

"Concetta, the Coral Girl," by Virginia Olcott, for younger children, is made up of daily incidents, including Concetta's birthday celebration. It is a vivid picture, full of the atmosphere of southern Italy, portrayed as a native would do it. See how many descriptions of Italian life are here: the scaldino, or brazier, which is the primitive and only method of heating many houses; the peasants with shawls on their heads; the making of coral filigree and silver jewelry; the fountain in

the town square for water supply; the gaily-painted cart; the donkeys, which like the white oxen are used for daily transportation; the gardens with flowers and fruit; the blue of the sea and sky. And finally, Ann, the little English girl, reserved and stiff, in contrast to Concetta, lively, impulsive, and generous-hearted.

Miss Olcott has done a convincing and attractive piece of work. The book is for children of a receptive age, when all children, regardless of color or race, welcome each other. The brightly colored pictures add greatly to an American child's interest, and help to interpret the text.

I chose to include one book of non-fiction, "The Prince and His Ants," by Bertelli, because it is an outstanding Italian contribution, and because of the difference of opinion as to its popularity with children.

A doubt arises as to whether children of today like a mixture of fairy tale and accurate information. I would say that tastes in books differ with children as with adults, and this exceptionally well-written book, including, as it does, scientific information, minutely described, will be sure to attract some children; the more so because of the sugar-coated pill. Such a beautifully written, painstaking piece of writing should not be omitted. I remember being given, when twelve years old, Clodd's "The Children of the World." The memory of the enjoyment in the information I was acquiring remains with me yet. To many, "The Prince and His Ants" will be such a memory. Let us not take it away.

In conclusion, two Italian picture books remain to be mentioned: "Narran le Maschere," by Guiseppe Adami, in which marionettes dressed as masqueraders steal forth at night from the museum in Venice where they had lain for years, and are given their supper by a little boy, for whom they dance and tell tales of the past. The second is "La Regina Marmotta," by Monicelli, which contains popular fairy tales. One of these has the unusual theme of a Hebrew father giving his child to Christians to bring up. The illustrations in this picture book are modern.

"Picture Tales
from the Italian"



by Florence Botsford, Stokes

The Weekly Record

Describes and Indexes the New Books of all Publishers in a Convenient Reference and Buying List for Bookstores and Libraries

SOME of the most burning questions in the public mind are the topics of important books that appeared this week, books important not only for their content but because of their potential value to the bookseller. Two compilations that were best sellers, "Whither Mankind" and "Sex in Civilization" have their 1930 successors. Charles A. Beard, editor of the first-named volume, has edited a new volume of articles by leaders in their fields on the future contributions to civilization of science in industry. The new book under the editorship of Calverton and Schmalhausen is a symposium on the problems of parents and the new generation. Humanism in religion is the subject of a terse little volume by its well-known exponent, Charles Francis Potter. New light is shed on one of the moot points of fundamentalists and modernists in "Who Moved the Stone?" by Morison, which, however, treats the question of the empty tomb of Jesus, not as a debatable religious issue, but as an historical mystery. Problems of the modern college are considered by C. C. Little, formerly President of the University of Michigan. "Look to the East" contains pointed observations on the countries of the Far East by Palmer. An exhaustive survey of the whole field of psychoanalysis is presented by Healy and others.

René Fülöp-Miller, whose history of the Russian theatre was published last week, appears again as the author of a narrative

of the Jesuits, which includes a biography of Ignatius Loyola. The David McKay Company publishes a round dozen books on astrology, numerology, and occultism, important to any shop specializing in those subjects. See *Spence*, *Sepharial*, *Ahmad*, *Muchery*, and others.

One bookstore sold over a hundred copies at \$15 each of the English edition of a book which now appears in its first American edition at the price of \$5. This is a fascinating account of Antarctic exploration with Scott, illustrated with fine maps and pictures, many in color. By *Cherry-Garrard*. The author of a critical analysis of modern developments in the British system of government is *Muir*. The first volume in Dodd, Mead's "American Political Leaders Series" is a biography of Rutherford B. Hayes by *Eckenrode*. Elizabeth Pongracz-Jacobi tells of her girlhood in Hungary in a new book in one of the best series of juveniles.

Have you customers interested in collecting? See *Taylor*, "Knowing, Collecting and Restoring Early American Furniture," *Drepperd*, "Early American Prints," and *Madigan*, "Word Shadows of the Great." How about music? Offer them *Wilm*, "A History of Music" and *Parry*, "The Evolution of the Art of Music," a new edition of a standard book. And journalism? Two interesting new books in this field are *Rosewater*, "History of Cooperative News-Gathering in the United States," and *Jones*, "The Editorial Page."

THIS list aims to be a complete and accurate record of American book publication. Publishers should send copies of all books promptly for annotation and entry, and the receipt of advance copies insures record simultaneous with publication. The annotations are descriptive, not critical; intended to place not to judge the books. Pamphlet material and books of lesser trade interest are listed in smaller type.

The entry is transcribed from the title-page when the book is sent for record. Prices are added except when not supplied by publisher or obtainable only on specific request, in which case the word "apply" is used. When not specified the binding is "cloth."

Imprint date or copyright date is always stated, except when imprint date and copyright date agree and are of the current year, in which case only "c" is used. No ascertainable date is designated thus: [n.d.]

Sizes are indicated as follows: F (folio: over 30 centimeters high); Q (4to: under 30 cm.); O (8vo: 25 cm.); D (12mo: 20 cm.); S (16mo: 17½ cm.); T (24mo: 15 cm.); sq., obl., nar., designate square, oblong, narrow.

The Weekly Record of April 26, 1930

Adams, Eustace L.

The mysterious monoplane. 197p. front. D (Andy Lane stories) [c.'30] N. Y., Grosset 50 c.

[Addison, Joseph, and Steele, Sir Richard]

The 'Sir Roger de Coverley papers, from the Spectator; ed. by H. G. Paul. 247p. (2p. bibl.) il., map S (Golden key ser.) [c.'30] Bost., Heath 60 c.

Ahearn, Danny

How to commit a murder. 254p. front. (por.) D c. N. Y., Ives Washburn \$2.50

The inside story of the underworld—how it makes its living—by a twenty-eight year-old gambler, who has been booked in New York 22 times on major charges, served two terms in jail and been acquitted of murder, twice.

Ahmad, Sheik Habeeb

The mysteries of sound and number; new ed. 102p. O [c.'02] Phil., McKay \$3.50

Ahmad, Mrs. Mabel L.

Sound and number; the law of destiny and design [numerology]. 128p. il., diags. O [n.d.] Phil., McKay \$3

Allen, Merritt Parmelee

Tied in the ninth. 260p. il. D [c.'30] N. Y., Century \$1.75

A book of baseball stories which teach both a knowledge of the game and the spirit of fair play.

Appleton, Victor, pseud.

Tom Swift and his big dirigible, or, Adventure over the forest of fire. 214 p. front. D (Tom Swift ser.) [c.'30] N. Y., Grosset 50 c.

Aurand, Ammon Monroe, jr.

A Pennsylvania German library, or, The pleasures of "riding" a hobby [lim. ed.] 61p. map O c. Harrisburg, Pa., Aurand Press bds. \$2.50

On book collecting, especially Pennsylvania German literature, with a 27 page bibliography and a list of books for sale.

Automobile engineering; 6 v.; rev. ed. by Ray F. Kuns, and others. 2587p. il. '30 Chic., Amer. Tech. Soc. flex. fab. \$24.50

Bailey, E. H.

Astrology and birth control. 62p. D [n.d.] Phil., McKay \$1.25

The astrological laws in relation to the birth of children.

Bailey, Henry Turner

Landscapes; interpretations. 71p. il. (col.) S (Famous paintings) c. N. Y., Art Extension Soc., 65 E. 56th St. bds. \$1

The first volume in a series, compiled by Francis H. Robertson, contains reproductions of ten famous landscapes, with interpretative text.

Anderson, William K., comp.

Christ's Holy church; designed for presentation by Methodist Episcopal churches to those who are being received into the Fellowship of Christ. no p. S [c.'30] N. Y., Methodist Bk. pap. 35 c.

Berry, Edward W.

The past climate of the north polar region. 29p.

Beard, Charles Austin, ed.

Toward civilization. 314p. il. O c. N. Y., Longmans \$3

Articles by scientists and engineers, among them Robert O. Millikan, Lee de Forest and Michael Pupin, on the future of their work for humanity.

Berkeley, Anthony, pseud. [Anthony Berkeley Cox]

The Layton Court mystery. 314p. D (Popular copyrights) [n.d.] N. Y., Grosset 75 c.

Buchanan, J. Arthur, M. D.

Nutriology. 149p. D [c.'30] Bost., Badger \$2

On food and health.

Bullett, Gerald William

Germany; with a chapter on German tourism and mountaineering by Anthony Bertram; il. by E. T. and E. Harrison Compton. 203p. il. (col.), map O (Black's new ser. of colour b'ks.) [c.'30] [N. Y., Macmillan] \$2.50

A journey with the author through Germany.

Bulliet, C. J.

The courtesan Olympia; an intimate survey of artists and their mistress-models. 212p. il. O c. N. Y., Covici, Friede \$5

The story of famous models who had a share in the fame of the artists who painted them.

Burnet, John

Essays and addresses; memoir by Lord Charnwood. 299p. (bibl. footnotes) front. (por.) O '30 N. Y., Macmillan \$5

Chiefly on Greek philosophy. The author was, for thirty-four years, professor of Greek in the University of St. Andrews, Scotland.

Burson, Henry Clay

By the wayside; a medley of ballads, songs and verse. 102p. O c. Seattle, Wash., Pigott-Washington Pr. Co., 90 University St. \$1.75

Burtis, Thomson

Rex Lee's mysterious flight. 247p. front. D (Rex Lee flying ser.) [c.'30] N. Y., Grosset 50 c.

Calverton, V. F., and Schmalhausen, Samuel Daniel, eds.

The new generation; the intimate problems of modern parents and children; introd. by Bertrand Russell. 717p. (bibl. footnotes) il. (pt. col.) O c. N. Y., Macaulay \$5

Contributions from thirty-two famous psychiatrists, psychologists and educators on the problem of the relation of parents to children and the future of the new generation.

Capek, Karel and Capek, Josef

Adam the creator; a comedy in six scenes and an epilogue; tr. by Dora Round. 187p. D [c.'30] N. Y., Richard R. Smith \$1.50

A satire.

(bibl. footnotes) maps O (Smithsonian misc. coll., v. 82, no. 6) '30 Wash., D. C., Smithsonian Inst. pap. apply

Bowman, Harold Leonard

Christian beliefs and modern thought. 164p. D [c.'29] Portland, Ore., Author, 454 Alder St. apply

Casey, Robert J.

The voice of the lobster. 306p. D [c.'30] Ind., Bobbs-Merrill \$2
The riotous tale of a South American revolution, an usher in a Chicago movie palace, threatening gunmen and screen beauties.

Chafee, Edith Theall

Parliamentary law; a digest of the rules of order for the conduct of business in deliberative organizations. 124p. S [c.'30] N. Y., Crowell \$1

Chamberlain, Essie, ed.

A mirror for Americans. 156p. (bibl.) S (Golden key ser.) [c.'30] Bost., Heath 60c.

Chambers, Robert William

The painted minx. 320p. D '30, c. '29, '30 N. Y., Appleton \$2.50

Marie, an actress in a theatre of old New York at the time of the Revolution, loses her heart to a Rebel officer and meets many dangers before they are finally united.

Cherry-Garrard, Apsley George Benet

The worst journey in the world; Antarctic, 1910-1913. 649p. (bibl. footnotes) il. (pt. col.), maps O '30 N. Y., Dial Press \$5

A narrative of Scott's Last Expedition to the Antarctic by one of the members, reproduced for the first time in this country from the second English edition. The maps and illustrations are by the late Dr. Edward A. Wilson and other members of the Expedition.

Christie, Mrs. Agatha Miller

The mysterious Mr. Quin. 290p. D c. N. Y., Dodd, Mead \$2

Elderly Mr. Satterthwaite, a looker-on at life, finds himself unravelling mysteries of unsolved crimes through the aid of the mysterious Mr. Quin, who appears from nowhere and sets things right.

Clark, Elizabeth

Stories to tell and how to tell them. 160p. il. D [n.d.] Phil., McKay \$1.25

Legends, folklore and history stories retold for children from 6 to 10.

Clarke, Donald Henderson

Louis Beretti; a novel [photoplay title, Born reckless; il. with scenes from the photoplay]. 285p. D (Popular copyrights) [c.'29] N. Y., Grosset 75c.

Coleridge, Samuel Taylor

The ancient mariner; ed. by Andrew J. George. 132p. (bibl.) front. (por.) S (Golden key ser.) [c.'97] Bost., Heath 48c.

Comstock, Mrs. Belle Jessie Wood

All about the baby; the beginnings of human life, with early needs. 364p. (bibl.) il., diagrs. D (Christian home ser., v. 2) [c.'30] Mountain View, Cal. Pacific Press Pub. Ass'n. \$2

Conroy, Ellen

The four great initiations; introd. by Leon Dabo. 143p. (5p. bibl.) front. D [n.d.] Phil., McKay \$1.50
For students of Occultism.

Cowdry, E. V.

Human biology and racial welfare. 636p. O '30 N. Y., P. B. Hoeber \$6

Coxon, Muriel Hine [Mrs. Sidney Coxon]

Pilgrim's Ford. 342p. D c. N. Y., Appleton \$2
A love story in an English country house.

Culpeper's complete herbal; consisting of a comprehensive description of nearly all herbs, with their medicinal properties, and directions for compounding the medicines extracted from them. 430p. il. (col.) D [n.d.] Phil., McKay \$2.50

Cummings, Ray

Tarrano the conqueror. 345p. D c. Chic., McClurg. \$2

A novel of a superman in the year 2430 who, having conquered Mars and Venus, attempts to add the Earth to his domain by means of the most terrific war ever known.

Cuthrell, Mrs. Faith Baldwin

Garden oats. 282p. D (Popular copyrights) [c.'27-'29] N. Y., Grosset 75c.

Dane, Clemence, pseud. [Winifred Ashton] and Simpson, Helen

Enter Sir John. 323p. il. D (Popular copyrights) [c.'28] N. Y., Grosset 75c.

Dickens, Charles

Nicholas Nickleby; abridged by Carolyn Pulcifer Timm. 625p. il. S (Golden key ser.) [c.'30] Bost., Heath 96c.

A tale of two cities; ed. by Evelina Oakley Wiggins. 422p. (2p. bibl.) il., maps S (Golden key ser.) [c.'30] Bost., Heath 96c.

Dixon, Franklin W.

Lost at the South Pole, or, Ted Scott in blizzard land. 220p. front. D (Ted Scott flying stories) [c.'30] N. Y., Grosset 50c.

Dostoevski, Fedor Mikhailovich

The letters of Dostoyevsky to his wife; tr. by Elizabeth Hill and Doris Mudie; introd. by Prince D. S. Mirsky. 404p. il. O ['30] N. Y., Richard R. Smith \$5

These letters of the Russian novelist written between the years 1866 and 1880 to his second wife contain intimate details of his personal experiences and relations.

Drepperd, Carl W.

Early American prints. 252p. (3p. bibl.) il. O (Century lib. of Amer. antiques) [c.'30] N. Y., Century \$4

The types of engraving and their history from 1630 down to the Civil War, including lists of the works of the representative print-makers.

Carmony, Francis Xavier, and Bonomi, B. G.

A treatise on pleading and practice in New York, with forms; v. 2; permanent ed. in 12 v. 936p. '30, c. '23-'29 N. Y., Clark Boardman Co. fab. \$7.50

Christopher, Frederick

Minor surgery. 694p. il. O '29 Phil., Saunders \$8

Clements, Frederic Edward, and others

Plant competition; an analysis of community functions. 356p. (5p. bibl.) il. O (Pub'n no. 398) '29 Wash., D. C., Carnegie Inst. \$3.25

Compton, Charles C.

Greenhouse pests. 112p. il. O (Entomological ser., circular no. 12) '30 Urbana, Ill., Illinois State Natural History Survey. pap. apply

Driesch, Hans Adolph Eduard

Man and the universe; tr. by W. H. Johnston. 172p. D ['30] N. Y., Richard R. Smith \$1.75

A philosophy based on scientific knowledge.

Eckenrode, Hamilton James

Rutherford B. Hayes, statesman of reunion. 375p. (5p. bibl.) il. O (Amer. political leaders) c. N. Y., Dodd, Mead \$5

A critical biography of the nineteenth president of the United States, who entered his office under the accusation of fraud and made his administration notable for his fight against corruption.

Eliot, George, pseud. [Mrs. Mary Ann Evans Cross]

Silas Marner, the weaver of Raveloe; ed. by Evaline Harrington. 304p. (bibl.) il. S (Golden key ser.) [c.'30] Bost., Heath 80c.

Ephros, Gershon, comp.

Cantorial anthology. 186p. O '29 N. Y., Bloch Pub. Co. \$6

F., Mrs.

From beyond; extracts from messages of comfort and inspiration received from a loved one waiting on the other side; introd. by John Clair Minot. 100p. D [c.'30] Bost., Stratford \$1.50

Ely, Richard Theodore, and others

Outlines of economics (5th rev. ed.) 886p. (bibls.) diagrs. D (Social science text-b'ks.) '30, c.'93-'30 N. Y., Macmillan \$3

Farrère, Claude, pseud. [Charles Bargone]

L'homme qui assassina; authorized ed.; ed. by Thomas Rossman Palfrey. 282p. (3p. bibl.) il. D (Century modern lang. ser.) [c.'30] N. Y., Century \$1.35

Ferris, Walter

Death takes a holiday; a comedy in three acts; based on a play of the same title by Alberto Casella. 151p. D '30, c.'28-'30 N. Y., S. French \$2

Now being successfully played in New York.

Fife, George Buchanan

Lindbergh, the Lone Eagle; his life and achievements. 304p. il., maps, diagrs. D (Copyright fiction) [c.'27-'30] N. Y., Burt 75c.

Fitzpatrick, Benedict

Donjon of demons; a hero's tale from the Jesuit Relations 341p. O [c.'30] N. Y., Holt \$3

The story of Father Brebeuf, who, with his band of priests, were regarded by the savage Huron Indians as a group of sorcerers.

Fülöp-Miller, René

The power and secret of the Jesuits, tr. by F. S. Flint and D. F. Tait. 541p. (24p. bibl.) il., maps O c. N. Y., Viking \$5

The history, methods and doctrines of the great Catholic society during the past four centuries.

Gardiner, D. F.

The beguiling shore. 339p. D ['30] N. Y., Richard R. Smith \$2

A story of some pleasant, normal English people during and after the War.

Gaudel, Valentine Debacq

The ideal system for acquiring a practical knowledge of French; 19th ed. 350p. D [c.'08-'17] Phil., McKay \$2.50

Geddes, Virgil

The earth between, and, Behind the night; two plays; introd. by Barrett H. Clark. 242p. front. D '30, c.'28-'30 N. Y., S. French bds. \$1.75

Glass, Frederick J.

Composition and expression in landscape painting. 287p. il., diagrs. D (New art lib.) [n.d.] Phil., Lippincott \$6

"A practical treatise dealing with the principles of picture making from the preliminary sketch to the finished work in pencil, charcoal, pen and ink, water-colour, oil-colour, etching, aquatint, mezzotint, dry-point, wood and lino cutting, etc., etc."

Gobineau, Joseph Arthur, comte de

The lucky prisoner; tr. by William A. Drake. 371p. D c. N. Y., Brentano's \$2.50

The thrilling adventures of a young man caught in the vortex not only of war but of love, in 16th century France.

Godbey, Allen H.

The lost tribes a myth; suggestions towards rewriting Hebrew history. 822p. (44p. bibl.) il., maps (col.) O c. Durham, N. C., Duke Univ. Press \$7.50

A new approach to Hebrew history, for the lay reader, by a professor of Old Testament in Duke University.

Godwin, George Stanley

Why stay we here? 331p. D c. N. Y., Appleton \$2

The realistic story of a Canadian, from British Columbia, in the War.

Goldsmith, Oliver: Gray, Thomas

The traveller; The deserted village: Gray's Elegy; ed. by Rose M. Barton. 112p. (bibls.) il. (pors.) S (Golden key ser.) [c.'09] Bost., Heath 48c.

Gray, P. L.

Prairie chickens; a tale of the twining of little heart-strings. 160p. D [c.'29] Bost., Badger \$2

Sparks, from fancy's fire [verse]. 111p. D [c.'30] Bost., Badger \$2

Greville, Charles Cavendish Fulke

Leaves from the Greville diary; new and abridged ed.; introd. by Philip Morrell. 905p. front. (por.) O [n.d.] N. Y., Dutton \$6

Folse, Julius Audrey

A new method of estimating stream-flow, based upon a new evaporation formula. 248p. maps, diagrs. Q '29 Wash., D. C., Carnegie Inst. \$5

Gipsy witch fortune teller and dream book. 68p. D '29 Milwaukee, Caspar, Krueger, Dory Co. pap. 25c.

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Gregg, John Robert

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Grudin, Louis

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Harris, Albert Mason

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Healy, William M. D., and others

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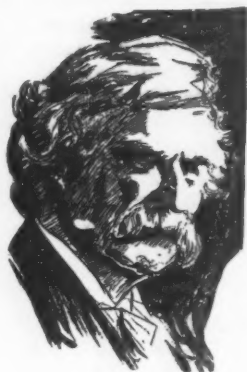
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Forthcoming Issues

✿ ✿ ✿ Next week the first news of the Western Convention will come over the wires into the pages of the *Publishers' Weekly*. Also, there will be an article by Margery Quigley of the Montclair Public Library on books for the commuter, including a comprehensive list of pocket-size volumes suitable for the commuter's use. ✿ ✿ ✿

✿ ✿ ✿ In the Bookmaking Department Robert Josephy will explain the Knudsen Process. ✿ ✿ ✿

✿ ✿ ✿ The May 10th issue will be devoted to a full and comprehensive report of the Western Convention. ✿ ✿ ✿

✿ ✿ ✿ Ruth Leigh has written "What the

Booksellers can learn from Chain Stores" for the *Publishers' Weekly* of May 17th. ✿ ✿ ✿

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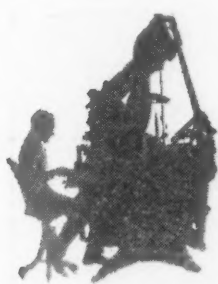
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